



THE QUILL

A Journalists' Journal



SIGMA DELTA CHI

Professional Journalistic Fraternity

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VOLUME XV

OCTOBER, 1927

NUMBER 5



We Take Off Our Hats to—



PHIL JORDAN
(At left)

Phil Jordan, Northwestern '27, because he rated a straight A for his two years in the school of journalism and went through four years of University study with only two B's against his string of A's; because he won a Medill scholarship and served as an assistant instructor in journalism; because he was secretary of the Western Editorial Conference and a director of the Midwestern College Comics association; because he was president of the Northwestern chapter of Sigma Delta Chi, a member of Hammer and Coffin, and Alpha Kappa Delta, honorary sociological society; but chiefly because he has returned as a graduate student to the Medill school of journalism to make further preparation for the practice of journalism.

EDGAR SCHOWALTER
(At right)

Edgar P. Schowalter, Kansas '27, because he was elected to Phi Beta Kappa for high scholarship and was listed on the Dean's Honor Roll as a junior; because he was editor-in-chief of the *Daily Kansan* at Kansas in 1926, and editor-in-chief of the *Bethel Collegian* at Bethel College in 1923; because he supported himself as a student while winning honors in scholarship and activities; but chiefly because he has been made professor of journalism at Kansas State Teachers' College, Hays, Kansas, in recognition of his experience and ability.



GEORGE PRING
(At right)

George Waldron Pring, Syracuse '27; because he had the best grades in the chapter and because his grades were higher than those of any man in his class elected to Beta Gamma Sigma; because he was president



of the Press club, an organization consisting of all members of the journalism department; because he was a contributor to several newspapers and to the campus publications as a student; but chiefly because he is practicing on the editorial staff of *The Geneva* (New York) *Times*.



ERNEST WETHERELL
(Above)

Ernest Wetherell, Washington '27, because he maintained an average of 92.6 per cent for his four years of university work; because he was president of the Washington chapter in his senior year, because he served as associate editor of the *Washington Newspaper*, state magazine of the Washington newspaper men, in 1926-27; because he served on the faculty of the school of journalism in his last year; but chiefly because he is now practicing journalism as a member of the staff of the *Greenwood-Phinn-y Press*, a community newspaper in Seattle.

HEROLD HICKS
(Above)

Herold Hicks, Grinnell '27, because he had the best record in the chapter and found time to serve as editor of the *Scalet and Black*, student newspaper and as a member of the staff of the *Malteser*, student humor magazine; because he won distinction in debate and self government activities, serving as a member of the Varsity debate team, judge of the student court, and member of Student Council and Student Senate; because he was elected to Lantern, an honorary society of the college; but chiefly because he has entered journalistic work as field representative of the Century Company.

LARRY PAGE
(At right)

Larry Page, Drake '27, because he had the best record in grades and activities in the Drake chapter; because he served in important positions on *The Drake Delphic*, student newspaper, and the *Quax*, student year book; because he contributed to the *Rectangle* and the *American Poetry Anthology*; because he was a member of Sigma Tau Delta, national English fraternity and was president of the English club in his senior year; but chiefly because he has returned to Drake as a graduate student to make further preparation for the practice of journalism.



Editorial

ALL IN FAVOR

All in favor of the following program signify by the usual sign:

1. Classify the schools of journalism and then stand by the Class A schools.
2. Require an internship of one year before graduation in journalism.
3. Support the professional certificate plan in every state.
4. Take an active part in the work of the state press association.
5. Nationalize the code of ethics of the American Society of Newspaper Editors.
6. Enforce the professional requirements for membership in the fraternity.

The ayes have it. Five thousand ayes. And what can you do to help?

THE QUILL

Lawrence W. Murphy, *Editor*

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Ten Commandments of Journalism

By Charles H. Dennis

BEFORE one undertakes to establish by suitable tests the outstanding qualities of a good newspaper it seems desirable for one to consider whether all newspapers which can qualify as belonging to that particular category are sufficiently standardized to fall under a single classification as a result of ten or any other number of tests applied alike to all of them. There is, says the great apostle, one glory of the sun and another glory of the moon and another glory of the stars; for one star differeth from another star in glory. So it is, no doubt, with good newspapers. Then there is the question whether a good newspaper is necessarily a successful newspaper from a financial point of view and, if so, whether the newspaper that makes the most money for its owner or owners is necessarily the best newspaper of them all.

It is clear, I think, that we should start out by making the necessary distinction between a good newspaper and a good newspaper property; for no live newspaper—and certainly every good newspaper is a live newspaper—has attained its growth, has reached the top of the ascending curve in its own particular graph. The good newspaper is, or should be, building for the future while putting forth its best efforts today and every day to get immediate results. And best efforts commonly cost money. The returns from many best efforts are not immediate. All intelligent constructive efforts are cumulative. So the faith, the vision and the driving power that are respectively the soul, the mind and the heart of the good newspaper, work together to produce not immediate benefits alone, but also future and perhaps greater benefits.

WE are seeking to define the good newspaper at any stage of its existence, whether it be a new enterprise or an old enterprise, whether it be only beginning to make its influence felt or whether it be regarded in its particular community as a tried leader of the forces of progress, a synthesized intellect dominating its field by reason of its universally conceded merit. Consequently we are free to disregard all tests that do not serve as plummets to sound the depths of the mental and spiritual qualities which enter into the construction of any newspaper we have undertaken to survey. In my opinion, we can apply general tests sufficiently basic, tests having a sufficiently penetrating quality and of universal application, to determine with entire

accuracy whether a newspaper, wherever found, is a good newspaper. So I pass on to the tests that I deem especially effective, confining myself with a conscious effort to my allotted number of ten.

Having set down my tests, I made an attempt to arrange them in the order of their importance, but I had to give it up because I found myself trying to place all ten of them first on the list. Such an arrangement did not prove to be practicable. So the order in which I shall name them doesn't mean anything.

SERVICE. The good newspaper does its best to tell each person in its community every day what that person particularly desires to know, provided the information is legitimately public information. That is, of course, a large task. However, the day's news in all the many classifications, if adequately presented, goes far toward meeting the requirement. The essential daily service of presenting all the news is supplemented in many ways by the newspaper's various features and special articles, by its facilities for furnishing information on an infinite variety of subjects in response to inquiries by letter, by telephone or by personal visit and also through its advertising columns, which are, of course, widely interesting to readers, otherwise there would be no advertising columns. As part of its regular job, the good newspaper works persistently and systematically for the physical, intellectual and moral betterment of its city. It originates constructive programs and fosters beneficial movements. Its progressive ideas are important contributions to the upbuilding of the community.

I wonder whether men who conduct newspapers generally appreciate the actual news value of the paid matter they are happy to display in their advertising columns. Some of them, I suspect, think the form and substance of advertisements are exclusively the affair of the advertisers. But certainly the good newspaper wishes to be as serviceable as possible in its advertising as well as in its news columns. Therefore it prepares itself to give expert advice, novel and valuable suggestions, in order that its advertisers may be assisted in making the sort of appeal to its readers that will be most beneficial all around. The art of effective advertising is studied by the good newspaper's wide awake management, not only for sound business reasons, but in a spirit of service to readers and advertisers alike.

Perhaps I can illustrate the newspaper's obligation to serve its own city and its own home people by telling a story: In the early days of motion pictures there was in Chicago a modest little studio for the production of films. Late one summer afternoon its proprietor, Mr. Spoor, was in his office, the work of the actors and photographers having been finished for the day. Out in the projection room the general utility man was pottering about putting things to rights. That general utility man has since become famous, for he was the redoubtable Ben Turpin of scores of comedy reels. Happening to look through his office door, Mr. Spoor saw Ben go to a table which had been serving in the day's pictures as part of a drawing room set, and take a bouquet from a vase. He shook the water off the stems of the flowers, rearranged them and then took his hat and departed, carrying the bouquet. This action aroused Mr. Spoor's curiosity, so he went to the window and watched Ben's further movements. He saw Ben climb over a fence that separated the studio from an adjoining cemetery and then advance some distance among the graves. Finally he stopped and carefully placed his flowers upon a grassy mound. Then he returned to the studio, took off his hat and resumed his work. Mr. Spoor was touched by this display of sentiment. He went out and said: "I saw what you did with those flowers, Ben, and I want you to know that I appreciate the beautiful thought that inspired your action." "Why," replied Ben, "I couldn't do anything else. That's where I got 'em." In the same way the good newspaper, which draws its support from the people and the institutions of its own city, can not do less in return than serve the community in all things to the best of its ability.

INDEPENDENCE. The good newspaper permits no obstacle to deflect it from what it conceives to be its duty. Editorially it voices its honest convictions, nothing more and nothing less. It takes orders from no person and no interest save the public interest. It seeks neither to reward its friends nor punish its enemies. Its opinions and its editorial columns are not for sale for any purpose or at any price. In politics it supports, regardless of party labels, the best candidates so far as it can determine them and what it conceives to be the soundest policies. As everybody knows, the old day of the thick and thin party organ is passing. The editor, no matter how good a party man he may be, refuses to offend his conscience in the name of party regularity. In so refusing he becomes a positive influence for good in his party's counsels whereas if he were content to take orders and chloroform his own judgment he would be a mere camp follower. We all rejoice in the growing independence of the American press, for the price of independence is original thinking—a price that benefits alike the press and the public. The advancing standards of the press and its greatly increased prosperity are respectively cause and effect, each resting upon the deepening respect that is felt for that agency which by the printed word expresses on its community's behalf, the truth, freely and without reserve. In this age of spiritual and intellectual freedom the newspaper which is not in full possession of its own soul is grievously out of step with the times, and its readers, instinctively or otherwise, are aware of its lamentable state. The newspaper that for any rea-

son has not achieved independence, does not exercise moral sovereignty in its own right, should proceed to work out its emancipation at any cost.

COURAGE. The good newspaper will not adopt a weak, time-serving attitude on any question. It will express its convictions with unmistakable clearness. In defense of right and in defiance of wrong it will lead forlorn hopes and, in the interest of truth and of a coming better day, will maintain its allegiance to causes that apparently are lost causes. It habitually exercises leadership, making itself a positive force on the side of whatever it conceives to be right. Intellectual and moral leadership, indeed, is so much a part of the good newspaper's day's work that it can not be dissociated from the essential function of telling the truth forcefully and courageously. Yet force and courage have to be tempered with certain other qualities that I shall name later. Let me illustrate the necessity. A good many years ago I read occasionally a sprightly weekly newspaper then published in Pelican Rapids, Otter Tail County, Minnesota. Its editor and its assistant editor, as I recall, were women. That was long before woman suffrage came to Minnesota, but the Pelican Rapids Progress, or whatever its name was, lacked nothing in virility through the political disqualifications of its lady editors. Its local news and its editorials were saturated with woman's point of view. Such items as "Mrs. Mary Jones went to Minneapolis Tuesday. She was accompanied by her husband," and "Mrs. Susan Smith reports that her husband is a candidate for alderman," were typical. Though Pelican Rapids clearly was not an Adamless Eden, perusal of its fearless organ of enlightenment gave one most unsatisfactory glimpses of the pale, wraithlike masculine shapes that flitted through the reports of women's achievements in a town, where, according to the published news, the exciting event of the day was, perhaps the teaching of a new stitch to the ladies in attendance at the meeting of the Wednesday sewing circle. Now, ever since I used to read of the millennial carrying-on of the good ladies of Pelican Rapids, I have realized how necessary it is for a newspaper not only to have the courage of its convictions but also to have an outlook on the world and on human endeavor that is neither narrow nor perverted. Sometimes the alarming thought projects itself into the mental picture of what a good newspaper should be that perhaps from the point of view of some large element of the population the conscientious editor's efforts to turn out a well balanced product result only in something as badly out of balance as was that sprightly sheet of Pelican Rapids. So courage, while an indispensable quality, ought to be exercised broad mindedly and with horse sense.

HONESTY. The good newspaper will tell the truth under all circumstances and will not lend or sell its columns to others for the dissemination of untruths. No advertiser is permitted to make any sort of misrepresentation to its readers and its provides itself with ample safeguards to make this rule effective. The tribes of the propagandists are required to take their dubious wares elsewhere. The public, I am sure, does not realize that newspapers reject large quantities of advertising because it involves some sort of misrepresentation. Whether it relates to oil stocks issued on a

mere prospect or doubtful real estate ventures, inferior substitutes for standard articles represented to be just as good as the latter, proprietary products of many sorts for which virtues are claimed that they do not in fact possess, or any other thing believed to be the vehicle of conscious or unconscious deception, the honest newspaper excludes the advertising. If the public had any conception of the large amount of revenue thus refused as a matter of common honesty it would be far less ready than it is to lend countenance to sneers of busy propagandists at the so-called "venal press."

There is a type of untruthfulness not unknown to the newspaper profession that is sometimes picturesquely termed whistling in a graveyard. In the past that application has been especially prone to descend upon the harassed editor toward the end of a political campaign when his own side of the controversy was indubitably getting the worst of it. There are many pleasant terms by which to characterize the attitude he felt in duty bound to maintain, such as "keeping a stiff upper lip," "never saying die," "only just beginning to fight," like a certain naval hero of hallowed memory, but such mellifluous terms do not suffice to change the cold fact that a newspaper's province is to print the news, whether the news be palatable or unpalatable. If the good newspaper's cause is losing in an election contest and the good newspaper knows it or strongly suspects it for sound reasons, the good newspaper will say so. Such a display of honesty not only is good for the newspaper, enhancing its reputation for truthfulness, but good for the cause it champions, since it helps to make clear the necessity for harder, more intelligent and more persistent effort by the partisans of that cause.

One reason why a newspaper should be truthful is that one never knows how far, how fast, and how long, an untruth will travel. I will try to illustrate what I mean. Years ago, when the four states, Washington, Montana, North and South Dakota, had just been admitted to the union, I saw an item in some newspaper to the general effect that while all the older states had nicknames the four new states had not a nickname to their names. That seemed to me rather a pity. If they were to associate on terms of equality with those sovereign commonwealths, the Sucker state, the Hoosier state, the Badger state and all the rest of the galaxy I realized they ought to have nicknames. So I immediately wrote a paragraph saying that the newspaper from which I quoted was singularly ill informed, since it was commonly known that Washington was the Chinook state, Montana the Stubbed-toe state, North Dakota the Flickertail state and South Dakota the Singed Cat state. I admit that these are not very good nicknames, but they were the best I could think of on the spur of the moment. Later, to my surprise, I discovered that my mendacious paragraph was being widely copied and was generally accepted as conveying interesting information. Then in due time the substance of the paragraph found its way into the standard reference books, where it may still be found—with one notable exception. South Dakota has rebelled against being known as the Singed Cat state and insists on being called the Sunshine state. I am a little hurt about this, I thought I was treating South Dakota particularly well. For a singed cat, as you know, is always credited with being smarter than it looks. Still, if the South

Dakotans do not want to be thought smarter than they look it is not my affair. I did what I could; now I wash my hands of them. The moral of my story is supposed to be that one never can tell where the thing will end when in cold type one deviates from the truth.

ACCURACY. The good newspaper, realizing that it must be reliable or forfeit its claim to public confidence, studies the reliability of each of its many sources of news or of other material that appears in its columns. It detects and weeds out blunderers and prevaricators as quickly as possible from among those who serve it. And it is guided by the sound principle that eternal vigilance is the price of accuracy. When an error is made it is acknowledged and set right. You all know the story of Sam Bowles, of the Springfield Republican, who, when reproached for inaccuracy by a man whom his newspaper had reported duly hanged was moved to explain that the Republican's well established reputation for accuracy required that it make no further acknowledgment of error than to say that the rope slipped. The present practice is, of course, for a newspaper to confess its mistakes as a matter of justice to its readers no less than to the person or persons directly concerned. It is one of the psychological mysteries of the newspaper business that headline writers are especially prone to make glaring mistakes. I have puzzled many times over this strange proof of the human brain's illogical processes and am still as far as ever from discovering a satisfactory explanation. A correspondent with infinite labor may gather facts from the ends of the earth, may marshal them in orderly array and transmit them true and fair by mail or cable over thousands of miles and then the copy reader who furnishes the headlines, with everything plainly in black and white before him, may grotesquely distort the essential facts of the story in big black type appearing above the story. For the same reason that members of railroad train crews are carefully examined as to their ability to distinguish colors properly, persons intrusted with the task of writing newspaper headlines ought to be subjected to careful tests in order that their ability to grasp the substance of what they read may be determined. The mind that is polkadotted with blind spots, as apparently are the minds of some copy-readers, has no proper place at a copy desk.

ENTERPRISE. The good newspaper strives continually to be a better newspaper. Never wholly satisfied with what it has accomplished, it is always engaging in new undertakings which in its opinion are worth carrying out. It does its best to originate novelties in news getting and to develop new sources of information. Its search for news in ordinary channels is at once systematic and thorough and in extraordinary channels its activities are characterized by originality, not to say audacity. Neither difficulty nor distance is permitted to stand in the way of its endeavors. However, it is especially quick to discern at home opportunities to make constructive and interesting news out of different phases of the community's life and progress. Of those advance agents of enterprise, knowledge and vision, the good newspaper can not make too much use. The late Lord Northcliffe is reported to have said: "The business of successful newspaper publishing is a business of reckless expenditure." This is, of course, a highly misleading statement. Reckless ex-

penditure has no true place in the newspaper business. Wisely ordered expenditure sufficient to accomplish a purpose that is deemed worth while in a news-getting way, or because it will bestow a public benefit, is always desirable. The newspaper is in the business of selling news, and the more news of a superior quality, judged from the point of view of human interest, that it has to sell the more effective will be the results of its merchandising and the larger will be the volume of that necessary by-product of its business, advertising. For as news builds up a newspaper's circulation the advertisers naturally take a greater and greater interest in it as a sales medium. Therefore, enterprise, if well directed, is the main source of a newspaper's success. But enterprise that is not well directed is mere beating the air.

SOUND JUDGMENT. The good newspaper tries unceasingly to be right. Its views are sane and it endeavors to make its knowledge as broad, as complete and as nearly accurate as is humanly possible. In particular it has vision and it looks to future consequences in planning present developments. It places righteousness above expediency, clear reasoning above mere rhetoric, which is commonly employed to hide lack of conviction or lack of understanding. And it is clean in its purposes and its contents. I do not concede, despite the dictum of Mr. Meneken, that a newspaper for morons is a desirable product or that the lower the grade of the material published in a newspaper the greater necessarily must be the circulation achieved by it. For the highbrow elements of the population have no monopoly of good morals and straight thinking. Appealing to the lower passions of mankind as a method of winning popularity is a ghastly error. The sorrows and the hardships of the many make them tender-hearted and very appreciative of the fine old moralities expressed in a practical way without cant and in every day language. A newspaper, no matter how good its intentions, can not get results by firing over the people's heads. The art of teaching homely truths in an attractive way is at least as old as *Æsop*. The good newspaper will act on the principle that the truths it has to teach should be fired straight at the hearts and minds of the many, not at the cirrus clouds far above them.

HUMAN INTEREST. Perhaps I should say humaneness instead; for what I wish to express by the term is that particular quality which makes a thing interesting because it so well interprets human nature. The newspaper that deals too much with abstractions and too little with every day incidents that give life its flavor may be most awfully good in the sense that it is most awfully proper, but it is not a good newspaper. To my thinking, every newspaper writer ought to cultivate the art of vividly depicting human nature in its myriad manifestations—depicting it descriptively, conversationally, philosophically, psychologically, epigrammatically, humorously, grotesquely, if you please, but always truthfully. The newspaper that is the most readable is the newspaper that is the most thoroughly impregnated with the fine salty flavor of human nature. There has been a great outcry against sex stuff, so-called. Much published stuff of that sort was crude, indecent, even demoralizing, yet it represented primarily revolt against the rather general fail-

ure of the newspapers to deal sufficiently in intelligent detail with the vital things of human existence. The people in the homes—good, moral, hard working people—have little enough romance in their narrow lives. Yet they have strong and very human emotions and they have their dreams tinged with rose color about the edges. Many of them, having two loaves of bread—to employ the familiar poetic phrase—would willingly sell one to buy daffodils. The antidote for indecent sex stuff is clean interpretative stuff—clean sex stuff, if you please—that by its greater truth, its accurate delineations and generally its superior quality, not only satisfies the public hunger for something more than the commonplace chronicling of prosy events but elevates the readers' thoughts.

Old timers like myself, who as beginners at the newspaper game tried to form their style of writing on that of the New York Sun in Charles A. Dana's heyday, lament with William Allen White and others the passing of the well written newspaper. It is true that the supposedly versatile rewrite man who gets his facts usually by telephone, and the cynical copy desk, which as a matter of professional pride stabs everything in its vitals to see if the blood will run, are ogres that kill ambition in the young and eager reporter. But the overlords of the news room of the good newspaper are on watch for conscientious youngsters who love good writing and are modestly trying to put example of it across the copy desk. Long ago, as a managing editor, I found that a young reporter on my staff had a grievance. His stories, which he constructed with care, were being cut to ribbons because of that bugaboo of the copy desk, lack of space. Investigation showed that his stuff really was wonderfully good, but the copy desk, knowing its duty in the depths of its routine soul, went on slashing it. I solved the difficulty only by giving the boy two columns daily and the services of a young artist friend to help him fill the space to his own liking. As the two were George Ade and John McCutcheon the results of their joint efforts quickly became famous. I have often wondered since that time how many gifted boys on the staffs of newspapers have failed to get their chance because the inexorable copy desk would not give them an opportunity to embroider stories after their own fashion. Systematic efforts to encourage good writing ought to be made in every newspaper office. Particularly there should be a persistent campaign to bring about general appreciation of word values by newspaper writers. Getting the English language out of focus is one of the most common faults of the careless reporter. And that is the authentic sign manual of mediocrity.

LIBERALITY. The good newspaper has no prejudices, but it has an ample store of convictions. One of its convictions that it keeps working overtime is that everybody would rather be right than wrong and that mistakes are misfortunes, not crimes. It finds looking for something to commend more fun than looking for something to condemn, and it goes on the principle that a little encouragement for the fellow who does the right thing even by mistake may induce him to go on doing right things from choice. Such an attitude habitually maintained helps enormously, even when the newspaper finds itself in duty bound to denounce some person or thing, just as the indignation of a good natured man is more effective than the habitual

fault-finding of the common scold. It is a truism that the men who have made great fortunes are those who had faith in their country in every crisis, which is the same thing as saying they had faith in their country's institutions and in their fellow countrymen. The same sort of faith in humanity, exhibited in systematic efforts to enlist the better natures of all elements of the population in progressive movements, is cultivated by the good newspaper. The most deplorable error made by any agency that works for the public welfare is that of undertaking to separate the sheep from the goats and then drive the latter into the wilderness. To determine which actually are sheep and which actually are goats would be under ordinary circumstances an impossible task for anyone below the rank of archangel. Humanity comes like breakfast bacon—in streaks. You have got to take it as it comes and make the best of it. And when the best is made of it one discovers it is very good indeed. The good newspaper takes human nature as it comes—human nature in the raw—and makes the best and the most of it by having faith in it.

OPEN MINDEDNESS. The good newspaper continually grows in knowledge and wisdom, just as does a good man. Every opinion held by either is held subject to revision on short notice. There is nothing more pathetic than a man with an ossified understanding, except a newspaper with an ossified understanding. If you show me a newspaper that holds precisely the same beliefs on all subjects that it held a year ago I will show you a newspaper that in some important respects is at least a year behind the times. And the degree of openmindedness displayed by a newspaper is an excellent test of its alertness in grasping and profiting by new ideas. And new ideas are the breath in the nostrils of progress. I was talking the other day with a man who is a power in that extraordinary basic industry, the making of machine tools. Machines in this day do practically everything except think. But before you can have machines you must have tools with which to make them. And there never was in all the history of man such a stupendous advance in the same length of time in the manufacture of automatic ma-

chinery as has been made since the close of the great war. Herein lies in large measure the secret of the marvelous industrial progress that has been achieved by American manufacturers in recent years in the face of high labor costs and restricted immigration which has greatly curtailed the labor supply. Automatic machinery and standardization of products have placed American industry on a new basis that has brought remarkable prosperity, a prosperity that is the wonder of the world. European nations are sending delegations to this country to discover how these industrial marvels have been achieved. The marvels have come from open minds possessed by a little handful of men, some of them in the federal department of commerce, who exercise intellectual leadership in the field of industrial progress. In a time when new ideas are working far-reaching revolutions almost over night, not only in industry but in other lines of human endeavor, openmindedness on the part of a newspaper is a virtue of the first magnitude, for the knowledge of today may be the unenlightenment of tomorrow.

These, then, are the ten tests I choose by which to know a good newspaper: Service, Independence, Courage, Honesty, Accuracy, Enterprise, Sound Judgment, Human Interest, Liberality, Open Mindedness.

In submitting my ten tests I have put on one side a multitude of other useful tests, some spiritual, some intellectual, some mechanical. I have seen good newspapers that were printed on hand presses from wornout type all set up by the editor and his office devil, newspapers so deplorably smudged with ink that they were painful to look at; yet they were courageous, independent, enterprising, sparkling, constructive. And I have seen rotten bad newspapers that were typographically beautiful, but intrinsically dull, confused, insufferably biased in their views and giving off the effluvium of intellectual decay. So no one can tell the good newspaper from outside appearance. It is certain, at least, that wherever found, the good newspaper is a very human product, an admirable blend of brains, hard work and a genuine love of the newspaper game.

I think there is no class of men on this earth charged with so high a responsibility as you gentlemen editors who sit before me. You can make war and you can make peace. As we read today in the press the various stories that have gone out about Mexico, the various stories that have gone out about Nicaragua, let the press of this country change its attitude but a little and the people can be inflamed so that they will demand war with Mexico. You print what we say about Mexico and then you print what the Mexicans say about us. Then you print what we say in return; then you print what they say back at us, and after all is said and done you are doing exactly what we used to do at school when we wanted two boys to fight. We asked one of them if he couldn't lick the other fellow, and he would say he thought he could, but he didn't care to do it. We would go and tell the other fellow that Johnny or Jimmy said he could lick him and he

would say, "Well, he can't do it."

And then we would go back to the first one and say, "This boy says you can't lick him."

Then the other fellow would say, "I can lick him," and in a little while we would have a ring and a good fight going on. Of course, no newspaper man ever did anything as brutal as that, but the rest of the people have and you have observed it.—Senator James A. Reed.

Previous to 1911 newspaper work in Australia was not attractive. The salaries paid (except on one or two of the leading metropolitan journals) were small, men were required to work inordinately long hours and there was little opportunity for home or social life. It was realized that in offices where the men worked reasonable hours and received fair remuneration the proprietors carried on at a considerable disadvantage compared with papers which, by paying low wages and working long

hours, produced a cheaper publication. Therefore in 1911 the Australian Journalists Association was formed. The new body made rapid progress and by its efforts the lot of the newspaper man has not only been made more comfortable, but the general standard of efficiency among Australian journalists has been raised.—H. A. Davies.

Wesley Edwards, Oregon State, has accepted a position with the extension service of the Oregon Agricultural College. In addition to being chief radio announcer, he will prepare publicity material especially for the farm and country press.

Russell I. Thackrey, Kansas State, is police reporter of the Memphis (Tenn.) Press-Scimitar.

William Crouch, Grinnell, is a publicity writer for the Northwestern National Insurance Company.

What the Monitor Chooses to Run in 1927

By Willis J. Abbot

SOME newspaper men, and many newspaper readers, seem to think that because The Christian Science Monitor rigidly abstains from publishing stories of crime, of disaster, or mere personal scandal, its editors must be hard put to it to find the news necessary to make up a well-rounded newspaper. I think this feeling of doubt is more common among readers than editors. For every competent newspaper editor knows that there is always more news than he can get into his paper, and that his task is one of selection. Some editors systematically select the more sensational news, with the result that most of what the Monitor prints is crowded out of their papers. We, on our part, reject the sensational news, and notwithstanding this fact, the daily cry in the editorial rooms is for more space in order that we may publish all the things which seem to us of interest.

During the past week the great New York papers have been giving some three pages daily to the verbatim testimony in the case of two persons indicted for murder, who had already confessed their guilt. I do not believe any editor could claim that any good purpose was served by this publication. It may have served to enhance the circulation of the papers. If so, they can only plead that great circulation is an end so desirable that it is to be sought at the cost of rejecting any ethical standards whatsoever. The Monitor did not even consider printing this testimony. Indeed no reference to the crime has ever appeared in its columns. The space which otherwise would have been given to a game of skill by which lawyers hopelessly sought to save the lives of confessed criminals, did not engage the attention of Monitor editors or readers.

Rejecting news of this character, the Monitor strives to publish all possible constructive, helpful, and healthfully amusing matter. I doubt whether any paper in the United States publishes so much matter relative to education, scientific, or reformatory conferences as does the Monitor, notwithstanding the fact that it is the policy of its publishers to print a sheet of moderate size, avoiding the blanket sheet proportions. In its critical departments the Monitor is unique. Most papers maintain dramatic and musical critics in the city of their publication. The Monitor has men of high professional and literary attainments serving it in these critical capacities not merely in Boston, but in New York, Paris and London. As its circulation is world-wide, it can not, in justice to its readers, wait until a play comes to Boston to review it, or ignore musical or literary productions which may take place in London or Paris long before they come to the United States.

AND because of this world-wide circulation the Monitor lays especial stress upon its foreign service. It makes no claim to taking the largest volume of cable dispatches of any paper in the United States. It does claim, however, that its staff of European and

Asiatic correspondents are unexcelled for ability and activity by that maintained by any journalistic organization. They send news liberally by cable, but as the Monitor is a member of the Associated Press, getting the full foreign report of that admirable organization, it finds other uses for these correspondents than the mere effort to compete with the A. P. They send to the Monitor from all parts of the world some 120,000 words weekly by post, of news of the sort that need not, or at any rate does not, come by cable, and intelligent and well-informed comment on the cable news. Our foreign service is an interpretative service. It is intended to interpret each people to all other peoples in every possible light.

AMONG students of international affairs, there is a growing feeling that the foreign news service of great daily papers has much to do with the relationship existing between nations of the earth. While the diplomats in the world's capitols, whom we are accustomed to look upon as responsible for the maintenance of peace, or the provocation of war, are most punctilious in using restrained and courteous language, avoiding exaggeration, and touching upon possible points of variance in the most delicate and inoffensive language, newspapers are apt to send to foreign capitols rash and excitable youths whose highest ideal is to put forth a "snappy" dispatch which will win first page position. I recall some years ago being told by the correspondent of an American newspaper, in a foreign capitol that the proprietor of his paper, passing through, had given him a hint that if he desired to get on the first page, and have his merits recognized, he should not send "stuff about reconstruction, or the development of industry, or plans for the maintenance of peace, but some good scandals in high life, and revolting crimes." An attitude of this sort is, of course, exceptional, but that it exists at all is most unfortunate. The relationship between Great Britain and the United States, which in my judgment should be of the most intimate and friendly character, has not been well served by the correspondents of English newspapers who send over in full "Big Bill" Thompson's mouthings, or the correspondents of American newspapers who made a point of cabling every hostile British expression as to Mr. Mellon's attitude on the debt. News can be covered interestingly and usefully, while at the same time rigidly avoiding anything that would tend to foment international misunderstandings.

Briefly, then, the Monitor strives to get important and interesting news from all parts of the world; to present it with such interpretative comment as may make it instructive to its readers, and to accompany it with wide selection of literary and feature material so that all members of a household, young and old, and of whatever sex, may be interested. We make no claim to having attained perfection, but we hold to high ideals.

To Beginners in Fiction, if Any

By George Pierrot

YESTERDAY a lady sent us a manuscript. Nothing untoward about that—the staff likes ladies. Indeed, most of us are married to them. But this lady, alack, had written a baseball story. And such a story! Consider that you've waded through 5,000 words of little or nothing, and that you've reached the final inning of an epoch-making struggle between the Franklin Reds and the Gigantic Giants. No, the names aren't faked. Herewith the manuscript:

"Victory for the Reds seemed almost hopeless. For within a few minutes the great gong would sound and the game would close.

"Now boys, you mustn't get discouraged; as long as there are a few minutes left there is hope," encouraged their captain.

"There were two men down and only five minutes to quitting time. A tall, manly looking fellow took the base. He had a look of determination in his light grey eyes as he strongly grasped the bat, and stood with his eye on the pitcher. Cheer after cheer rose to the lips of the Giants. 'Rah, rah, rah, rah, rah! Do your bit, Percy old fellow, show your grit!'

"The pitcher threw a sharp, swift upper curve. . . . The second ball seemed more to Percy's liking, for as it came he straightened himself, threw his shoulders back, and struck the ball with a force that seemed to send it into nowhere.

"The batter ran as if possessed by madness, making first, second and third before the ball was recovered. 'Hold third, old fellow, hold third!' shouted the Giants. But heedless of their cries Percy kept on and on.

"When only a few inches from the home base the ball came whizzing behind him. It looked as if it might have been aimed straight at his head for it struck Percy just behind the right ear and he fell with a thud, and the last he remembered was his touching the base with his muddy hand and hearing the crowd cheering as if mad: 'What's the matter with Percy? He's all right! Rah, rah, rah, rah!' Then he knew no more. . . . He was put on a cot and carried to his hotel. A physician was summoned, who, after examining him, announced that his leg was broken."

THAT'S the end of the story. Percy, you come to realize, is rigged differently from the rest of us—hit him in the head and you bust his leg! And what a heap of thinking he did, between the moment the enemy beamed him and the moment he decided he was senseless!

Rule 1—write what you know about. Nothing irritates a reader more than to discover errors in your telling—errors of fact, such as that a baseball game gets ended by a gong, or of phraseology, such as "swift upper curve." Two years ago, in March, we used as a cover a painting of a boy who had come upon deer while maple syruping. (The boy was doing the syruping.) The deer was sporting a full-fledged, grade A set of antlers. . . . We still get an occasional letter about that cover. Boy naturalists, dozens of them, took the trouble to inform us that deer shed their horns, and that in maple syrup time deer antlers are

scarcer than snowshoes at the equator. . . . Every story, to be successful, must create in the reader's mind an illusion of reality—unless you know your setting backwards and forwards you're almost sure to stub your toe.

Now, I haven't very much space. Much will have to be left out. I'll assume, for brevity's sake, that I'm talking to just one class of person—the young man who wants to learn to make his living writing short stories.

There are two ways of starting. One is to hitch your wagon to a star—to gird up your loins, spit on your hands, and say: "I'll hit the Saturday Evening Post or bust." The other is to take counsel with yourself in this wise: "Young man, you're not very old. What you don't know, if placed end to end, would reach ten times around the moon. Better learn to wade before you try to swim. Let's start at the bottom and work up."

I strongly advise the latter reasoning. Besiege the weakest stronghold first; the others will fall in their time. The best way I know of for a beginner to break in is by aiming at the lower reaches of the rough paper group. You've worked in a salmon cannery in Alaska, maybe, or in the mines, or in the lumber camps, or in the harvest fields. Very well, you've got material for some action stories. "Frontier" is a likely market for you, or "Topnotch" or "Everybody's" or "West" or a dozen others. Buy some of these magazines from a news-stand; study them.

EVEN were I sir oracle, I couldn't cram a short story course in the thousand words that are left to me. So let me pass along some tips, helter skelter—some "dos" and "don'ts" that twenty thousand rejected manuscripts have taught me.

Complicate your plot. Fill it with twists and turns. See that these hang together, however—that your structure is so closely knit that nothing could be removed without wrecking it. Usually a beginner's plot it not only trite, but far too slight. The story's the thing—see that you have plenty of it.

Have your climax in mind before you write your opening line; then make every word and sentence and paragraph move inevitably toward it. I urge this even though I realize that many of our most successful short story writers won't agree with me. Clarence Budington Kelland tells me that he starts a story with no idea whatever of its outcome. So does T. S. Stribling. And Kelland rarely revises—he sells his first draft, and that without rereading. Ellis Parker Butler, on the other hand, is a first-drafter who usually plots his story before he writes it. It seems to me that a new writer will save time and get better results if he has every detail of his plot in mind before he touches finger to typewriter. Then start briskly—let your first paragraph take the reader definitely in the direction the story is to move.

WATCH your characterization. Your hero must be more than a name; he must speedily be invested with so much reality that he stands forth in the read-

er's mind as a real person. Obviously, he must stand forth even more vividly in the writer's mind. I know several beginners who have put real people in their stories—thus, with a living model, as it were, they were able to carry on convincingly. (I need not say that you shouldn't use real names, or allow your story people to become recognizable.)

A famous writer of not-too-profound novels is said to do his first drafts with each character tagged with the noun that best identifies him. For instance, *Manliness* may fall in love with *Purity*, and in the course of winning her be compelled to wallop the daylights out of *Treachery*. A beginner might conceivably adapt this practice to his purposes, but he should use it sparingly, as any stimulant, and resolutely promise himself to abandon it just as soon as he can.

Don't do all your portraying by direct description. Let character reveal itself by its deeds, by word of mouth. And avoid "stock" characters—the all-black, dastardly villain, the sissy who is never separated from his perfumed handkerchief and his orange pekoe, the brawny young surveyor who shames Apollo with his beauty, and Hercules with his strength.

Tell your story simply. Shun "fine" writing. Remember that words are the vehicle and the story the passenger. Don't make the passenger serve the vehicle. Search relentlessly for the right word—don't say "entreat" when you mean "beseech." Indeed, a half hour's thesaurus practice, every day, will shortly harden the flabbiest of vocabularies. See that your meaning is unmistakable—readers of pulp paper magazines expect that. As does every other reader.

Atmosphere is whatever you can put in your story to make your reader *feel* its background. Touch it in deftly—never let it retard the flow. And play upon your reader's every sense. Don't stop with his eyes. You may satisfy your reader by merely *showing* him a summer's day, but how much more vivid will it be to him if he *hears* the cheery call of the bobwhite, *smells* the warm fragrance of lilacs, *tastes* the pungent sweetness of rose leaves; *feels* the yielding impact of the bumblebee that dodders against his cheek. Make it seem real. That is the story-teller's task, and atmosphere is his major tool.

THE magazines of the lower fringe of the rough paper group are lenient; the beginner, if he'll work, should hit them fairly soon. He must keep his eyes upraised, however—he is aiming at higher game. Presently, as he masters his technique, he'll progress—perhaps into Adventure, Short Stories, Popular, the aristocrats of the all-fiction field. And from there on, as far as he is capable of going. He need learn no bad habits in this apprenticeship, for ruts, remember, are self-imposed. They can not pursue, but lie inert—one can thus avoid them. And the best way to do it is to put one's best in every story. Keep developing.

Now some less important points:

Don't look for a magic formula that will get your manuscript unusual attention from editors. It is true that editors don't read every story that comes in, for the same reason that the manager of the gas company

doesn't read your gas meter. But odd as it may seem most editors are eager, pathetically eager, for good stuff. They don't care whom it comes from—butcher, baker or candlestick maker. The manuscript readers read every story until it disqualifies itself; they welcome a promising writer with the same enthusiasm that your newspaper reporter welcomes a big-time scoop. In nineteen magazine offices out of twenty, a manuscript that comes in "blind" will get all the attention it deserves.

Don't write a letter to the editor, telling him that your mother likes the manuscript, or that you've tried it on your dog and he's just crazy about it, or anything like that. Don't send a letter unless you have to. If you're offering a story that takes place in Greenland, and it happens that you taught school there for two years, by all means tell the editor so. That will show him that you really know your setting. But unless there are facts that manuscript readers need to know, don't write.

TYPE your manuscript on letter-size bond paper, double spaced one side of the paper only. Leave comfortable margins. That's all you need to know about format. We still recall, with wrath, the Western gentleman who sent us his manuscript in a hermetically soldered tin box. We had to buy a can opener to get at it. And what a punk story it was. Salmon is not the only thing that sometimes spoils in the tin. . . . Another misguided chap printed in red the first letter of *each line*, throughout a book-length manuscript. Poor fellow, he didn't realize that the story counts, and nothing else.

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And lastly—don't let yourself believe that a new writer has no chance. He has—oodles of chance. Nothing else but. Read what editors have to publish, because they can get nothing better, and take heart. The Saturday Evening Post, which seems to be *ne plus ultra* of everybody's desire, last year used seventy manuscripts from writers new to them. Most other magazines did quite the same.

If you really want to write—if you can take rejections with a grin, and keep coming—if after you've mastered the rough paper field you'll keep climbing—then by all means go to it.

Examining the Professional Conscience

By Marvin H. Creager

I AM not just sure that a newspaper man strictly qualifies to appear before a club of professional men. There are those who say that newspaper making is not a profession at all, but merely a job. But the word profession always has had a genteel sort of sound to me and so I have fallen into the way of referring to my work as a profession. Seeking to get some backing from the authorities for this habit, I looked up "profession" in the dictionary just before coming down here and found that it is defined as "an occupation that properly involves a liberal education or its equivalent, and mental rather than manual labor."

Now the first part of that definition plainly puts newspaper work in the profession class for there is no doubt about it, it certainly does involve a liberal education—the more liberal the better. In fact the longer one stays in it the more one realizes and appreciates the hopelessness of ever knowing very much about it. Things change so rapidly in it that only the fundamental principles endure. The newspaper man who depends on a little box of tricks to see him through his career is going to find them threadbare before he gets well started. Also, the newspaper man who is unable to keep his viewpoint fresh and get his ear down to the grass roots is not going to be very interesting to the fast shifting viewpoint of his readers. Yes, one does need a liberal education in newspaper work. And thanks in no small part to the schools of journalism. I think the plane of education among newspaper workers is higher now than ever.

BUT the second part of the definition throws some doubt as to newspaper work qualifying as a profession for it says that a profession "involves mental rather than manual labor." The fact is that labor—pedal rather than manual perhaps—is of the essence of journalism. News gatherers can't always wait for worthwhile news to come up and lie down in their laps. They have to go out and find it. True there are those who think they can decoy it in, but there really has never been a successful substitute for shoe leather in newspaper work. Our tanning interests should therefore be especially interested in the promotion of journalism.

General Nathan Forrest, whose Southern cavalry messed up the Northern troops in the early part of the Civil War, explained his strategy by saying that he "Always aimed to get there fust with the mostest men." Outside of a possible handicap in grammar the general would have made an excellent newspaper man. A newspaper veteran once gave me a very simple bit of information as to what constitutes a good newspaper man. His version was that a good newspaper man always knows what is going to happen next and is ready to report it before it does happen. According to that, clairvoyance enters into it, too.

But that is going rather too far. There is really nothing mystic about it. I think perhaps real harm has been done newspapers by hedging the profession about with a sort of air of mystery with the result that there is a tendency in some quarters to regard

the whole thing as something apart from other institutions, something, possibly, to be suspected. I don't know why there should be any such feeling, but I really do believe that there are many persons who dread to have anything to do with newspapers. Such an attitude, even though not justified, is bad for the profession as a whole. This attitude is not by any means universal though. We find many among our citizens who are not the least bit afraid of printer's ink—in fact I have known of cases where it became a real problem to keep certain, especially venturesome citizens from monopolizing it. Some place along about midway between those two extremes would be the ideal attitude for the public to take.

THE fact is that the worth while newspaper has nothing to conceal from its public. Its business is to reveal rather than conceal. It professes to keep its readers informed as to the news of the day which is a very large order, but nothing mysterious and certainly nothing that necessarily involves practices that should cause timorous persons to shudder at the thought of newspapers. I am sure it is farthest from the wish of newspaper workers to give anyone reason to have that feeling.

No newspaper can have real success without the confidence of its readers and it is not going to gain that confidence so long as it gives its readers any reason to fear it or to suspect it.

It is generally conceded, I believe, that the importance of the newspapers in the scheme of present day society is very large. I have seen it estimated that 90 per cent of the people of America depend solely upon newspapers for their information on current events. Sometimes we who work on newspapers wonder if the influence of the press is overestimated. Often the things that we talk most earnestly about are seemingly ignored the most studiously. But even those who criticise newspapers the most severely usually base their criticism on the assertion that with the wide influence that the press has and with its opportunities to lead toward the better things it is too often found pointing away from rather than toward the general good.

Conceding that newspapers do exert influence, it plainly is to the interest of society that this influence shall be for the good. It should be the concern of every public spirited citizen to take an interest in this influence and to do what he can to see that it shall be so far as possible an influence for good—for good in a broad way, I mean, as contrasted to good measured by selfish or narrow interests. No newspaper can possibly have the foresight to know always when it is headed right. It needs the suggestion and counsel of its disinterested readers and it is not ashamed to acknowledge that need.

HOW are papers to get the benefit of that suggestion and that counsel? They won't get it over night, but they can work toward it by being always jealous of the confidence of their readers. And the readers can help greatly in bringing about this general betterment by making plain their approval of the worth

er's mind as a real person. Obviously, he must stand forth even more vividly in the writer's mind. I know several beginners who have put real people in their stories—thus, with a living model, as it were, they were able to carry on convincingly. (I need not say that you shouldn't use real names, or allow your story people to become recognizable.)

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General Nathan Forrest, whose Southern cavalry messed up the Northern troops in the early part of the Civil War, explained his strategy by saying that he "Always aimed to get there fust with the mostest men." Outside of a possible handicap in grammar the general would have made an excellent newspaper man. A newspaper veteran once gave me a very simple bit of information as to what constitutes a good newspaper man. His version was that a good newspaper man always knows what is going to happen next and is ready to report it before it does happen. According to that, clairvoyance enters into it, too.

But that is going rather too far. There is really nothing mystic about it. I think perhaps real harm has been done newspapers by hedging the profession about with a sort of air of mystery with the result that there is a tendency in some quarters to regard

the whole thing as something apart from other institutions, something, possibly, to be suspected. I don't know why there should be any such feeling, but I really do believe that there are many persons who dread to have anything to do with newspapers. Such an attitude, even though not justified, is bad for the profession as a whole. This attitude is not by any means universal though. We find many among our citizens who are not the least bit afraid of printer's ink—in fact I have known of cases where it became a real problem to keep certain, especially venturesome citizens from monopolizing it. Some place along about midway between those two extremes would be the ideal attitude for the public to take.

THE fact is that the worth while newspaper has nothing to conceal from its public. Its business is to reveal rather than conceal. It professes to keep its readers informed as to the news of the day which is a very large order, but nothing mysterious and certainly nothing that necessarily involves practices that should cause timorous persons to shudder at the thought of newspapers. I am sure it is farthest from the wish of newspaper workers to give anyone reason to have that feeling.

No newspaper can have real success without the confidence of its readers and it is not going to gain that confidence so long as it gives its readers any reason to fear it or to suspect it.

It is generally conceded, I believe, that the importance of the newspapers in the scheme of present day society is very large. I have seen it estimated that 90 per cent of the people of America depend solely upon newspapers for their information on current events. Sometimes we who work on newspapers wonder if the influence of the press is overestimated. Often the things that we talk most earnestly about are seemingly ignored the most studiously. But even those who criticise newspapers the most severely usually base their criticism on the assertion that with the wide influence that the press has and with its opportunities to lead toward the better things it is too often found pointing away from rather than toward the general good.

Conceding that newspapers do exert influence, it plainly is to the interest of society that this influence shall be for the good. It should be the concern of every public spirited citizen to take an interest in this influence and to do what he can to see that it shall be so far as possible an influence for good—for good in a broad way, I mean, as contrasted to good measured by selfish or narrow interests. No newspaper can possibly have the foresight to know always when it is headed right. It needs the suggestion and counsel of its disinterested readers and it is not ashamed to acknowledge that need.

HOW are papers to get the benefit of that suggestion and that counsel? They won't get it over night, but they can work toward it by being always jealous of the confidence of their readers. And the readers can help greatly in bringing about this general betterment by making plain their approval of the worth

while things that a newspaper does and their disapproval of the things that are not worth while.

Newspapers must, first of all, print the news and there is always going to be a wide divergence of opinion as to whether this or that should have been printed. The newspaper, confronted with a news event, cannot spend much time speculating as to the effect of printing it for the fact is that no one can foretell with any accuracy what the effect is going to be. It is impossible that every reader is going to be satisfied always with any newspaper that tries to print the news. But the vast majority of readers are fair-minded and if that fair-minded majority would look upon their newspaper as a great force in their community which needed their suggestions and their guidance they would very soon, I am sure, find the newspaper output improved.

One handicap under which newspaper men work is that the public generally takes its newspapers for granted. So long as there is nothing in the paper that affects him adversely, the average reader reads it and dismisses it. In fact a surprisingly large number of American readers do not even differentiate between newspapers, but condemn newspapers as a class for things they do not like and praise them as a class for things that they enjoy. The surest way to improve newspapers is through discriminating readers who will give unmistakable evidence that they know the difference between journalistic service and journalistic disservice and that they value service and deplore disservice.

POSSIBLY this is asking too much of the readers of newspapers, but when consideration is given to the social importance of a high grade press and the damage that a harmful press can do, I don't believe it is asking too much. I feel very strongly that it is a part of the duty of real citizenship to take that interest in its newspapers. Granted, the merchant or the lawyer or the banker does not usually have the nerve to ask the public thus openly to help him solve his problems, but I submit that newspaper making is more properly the business of the public than are most other endeavors and the fact is that newspapers really are more sensitive to public sentiment than are other lines of business just as they are perhaps the most influential over public sentiment.

Newspaper publishing, while it involves tremendous public responsibility as a wielder of influence, is after all a commercial proposition. It costs great sums to issue a newspaper and the cost is constantly mounting with the increased demands of the public. New things are coming in all the time. Within the last few years, for instance, rotogravure has come to have a place in newspaper making. Color printing is being developed. The radio has entered the field and newspapers have found that the public expects them to take it up. Aviation is being rapidly developed and to keep up with the times newspapers have to give attention to that and use it for the rapid transportation of pictures and of reporters. Then there is the new process of sending pictures by telegraph and by wireless, a very expensive process, but one that can not be ignored. Extending of foreign news services means constantly growing cable expense. What tomorrow will bring no one knows, but the newspapers must be ready to take it up and spend money adapting it to their uses if they are to keep up with the highest in newspaper service.

All these things pyramid the price of production. The day is past when a few hundred or a few thousand dollars is enough to start a newspaper. It takes millions now where it used to take thousands. Revenue has to be provided, more and more each year, and the raising of that revenue is not a small problem. Adolph Ochs, of the New York Times, was quoted recently as saying that it is costing \$2,000 a day more to issue his paper now than it cost a year ago, and Mr. Ochs' experience is not unique. Probably the same ratio of increase would hold true on most of the progressive metropolitan papers of America. The demands advance, they never retreat.

WITH such a problem of finance confronting them, newspaper owners can not be expected to keep their eyes off the ledger. In a few months or years at most, they could lose so heavily as to be hopelessly sunk. It is not surprising then that they should be ever on the alert to anticipate the demands of the public and to serve up something that will attract readers and by the same token attract business to their papers.

A new comic or a sensational story gets immediate response. Try to get that response from really constructive journalism and see how long you have to wait. True, it does come in the long run, but it is a nerve-racking thing to wait for it, especially when one sees instant response to the less substantial newspaper endeavors.

I am sure that there is no newspaper publisher who would not greatly prefer to have his paper based solely on the solid foundation of definite service to his community, but he finds himself faced with the danger of extinction before he can get down through the quicksand of superficial public interest to that bedrock. And that is where the enlightened people of a community can do a great service to journalism and at the same time to society. They can make it a point to show their appreciation of constructive efforts in their newspapers and they can show their disapproval of the destructive efforts. If they do, I am sure they will find a very sensitive response on the part of the newspapers.

I should not want to be understood here as suggesting that newspapers should be converted into perennial Pollyannas. I repeat that they must always print the news whether the news is what they approve or what their more sensitive readers approve or not. There can be, in my mind, no question as to the duty of a newspaper in that respect. But there is news and news, and there are many ways in which to present it. The picture of daily events should be accurate first of all and it should not be wilfully distorted. The newspapers of an enlightened and watchful community will soon find that neither inaccuracy nor distortion can be made to pay as against a paper that, to the best of its ability, presents the story of the day in its true perspective without regard to effects.

READERS are sometimes inclined to forget that newspapers do not make the news. There is a tendency sometimes to blame the press for telling what happened if that particular thing chanced to be what the reader did not want to happen. As well attack the weather observer for predicting rain the day you planned to drive to the country.

I might say here that one of the big advances made

in journalism since the so-called "good old days" of Greeley and Dana is the discarding by newspaper owners of the belief that a newspaper should print only the news that pleases the owner. I know a distinguished newspaper editor who was fired outright from a big Wisconsin newspaper many years ago because he printed in that paper the news that a Democrat had been elected to Congress from one of the districts when the owner of the paper, as every one well knew, was convinced that Democrats had cloven hoofs. That could not happen now. As an instance you may recall that the night of the presidential election of 1916 the New York World and the New York Times, both strong supporters of Woodrow Wilson, issued extra editions conceding the election of Justice Hughes on what seemed to be an insurmountable lead. They issued those extras because they believed their candidate was beaten and their first duty to their readers was to tell them so.

Perhaps you have seen inaccuracies in the newspapers—have had your names misspelled; noticed errors in addresses and seemingly careless use of language. I don't wonder. Newspapers do make many mistakes and some of them, in the cold light of deliberate reading, may almost seem to be intentional. But no newspaper which values its one greatest asset—public confidence—can afford to make a wilful mistake and I am certain that no self-respecting newspaper worker ever is a party to intentional untruth. The honest newspaper can no more afford to adulterate its product than the reputable manufacturer can afford to put shoddy into his cloth or brass into his jewelry. In fact, he is sure to be found out at once if he strays from the truth, for each day his mistakes are spread out in black and white before the entire community. He may be able to explain, but he can not conceal them. His record is there as indelible as the blood of Macbeth. Out, out damned spot. It is the one business that can not use deception even if it wanted to.

Newspapers don't always get the truth, the whole truth, and nothing but the truth. Neither do the courts, although clothed with full power to investigate every circumstance of a case. And a court spends days, even weeks, on one case while a newspaper is expected to get it in time for the next edition and has to get it often from unwilling informants who seek to deceive and over whom there is no authority to force the truth.

IT takes weeks or even months to prepare and print a novel. The ordinary novel has about 70,000 words. Every issue of a metropolitan newspaper prints every day from 70,000 to 90,000 words exclusive of its advertising matter and Sunday editions carry two or three times that amount. Possibly if the reader realized the real extent of the job he would not wonder that sometimes our commas are a bit uncertain and our diction not all that might be desired in a class room.

Then, too, it may occur to you that there is a tremendous amount of uninteresting and unimportant material in a newspaper. Men, perhaps, see little excuse for devoting a page to fashions and patterns and menus and dainty unmentionables. The thrifty housewife doesn't read the baseball box scores; why not leave them out and use more about preserves? The man who lives in a downtown apartment sees no use in

telling about how to raise poppies and the flapper thinks we should cut out a lot of that silly political stuff and use the space for a lovely romance full of sheiks and shebas. It all depends upon your viewpoint and in the newspaper's clientele there is a vast variety of viewpoints. A paper with a circulation of upwards of 160,000, for instance, has in its daily audience something more than half a million readers; for each copy, it is estimated, is read by three or four persons. I need not tell you that I have not had much experience in making speeches, but I believe that even a great speaker would be somewhat put to it to find a topic that would hold an audience of half a million. Perhaps that will explain in some measure why there is much material in a newspaper that will impress the individual reader as a waste of space. But the thing which fails to interest him may be the very item that his neighbor considers the best thing in the paper.

How do we know what will interest and what will not? Frankly we don't. We might as well be honest about that. If we did, our work would be infinitely simpler, but it would be also infinitely less interesting. We are constantly trying to figure out what the people want to read about and at the same time what they have a wholesome interest in reading about. When Lindbergh or Chamberlain flies over the ocean we are not in doubt, for every one is talking about that and telephoning about it. It is inconceivable that any editor would fail to recognize a big story in that, but things don't happen every day.

I FEAR I have dwelt rather too much on the problems of the newspaper profession. There is danger that you will put me down as a whiner. If the problems are too great why not get out of it? The answer is that I don't want to. It is the most interesting and the most important of callings, in my opinion. I am seeking only to give you a peep at the newspaper from the inside in the hope that you may help with a problem that I believe to be vital to all society.

Plato said, "Philosophy is the child of wonder." A good newspaper man will take good things from any source and so I am going to borrow and adapt that phrase from Plato. The newspaper is the child of wonder. And the newspaper worker must never cease to wonder. He must have a ravenous, but wholesome curiosity. I once heard Lord Northcliffe in conversation and all I heard was a ceaseless flow of searching questions. He wanted to know about pretty nearly everything and his questions showed that he was really interested in finding out. I think it is safe to say that Lord Northcliffe was a good newspaper man. The newspaper man who has ceased to be curious has ceased to function. If he doesn't want to know how and why and when and what, he is not going to find out much for his readers.

But that isn't all. His curiosity must be about things that are important and interesting to his reading public. He may be ever so curious about the amatory instinct of the coleoptera and he may have read great tomes about it and still not be much use around a newspaper office. But if he is curious also as to how they are going to build these new mid-ocean landing floats for airplanes and what Henry Ford is going to put into his new automobile and how Dr. Meiklejohn is going to work out his new educational

idea up at Madison and how to get rid of the bottleneck at the Folsom Street Bridge and how hard Gene Tunney can hit, then he is promising material.

THE newspaper worker is, strictly speaking, a critic rather than an actor of the comedie humaine. He, in recognition of his duty, has one of the best seats for this great never ending drama. He is where he can see everything that is going on, or at least he would be in such position, but he is essentially an onlooker rather than an active participant. It is his office to tell those who did not see it what happened, how it happened and what it all meant. Big job, of course, but one well worth doing. And his influence on the acts that are to follow will be in proportion to his ability to see the truth and to set it forth interestingly.

Let me emphasize that word "interestingly." The most important and far reaching item in the day's news will go for naught if it is not made interesting enough to arrest the attention of the reader. The newspaper writer should have in him something of the fascination of the Ancient Mariner whom the wedding guest could not choose but hear. He must first catch his reader and be sure he holds him until he has told his story. It would be lovely if everyone would read the verbatim reports of our legislature and of Congress and would follow at length the many helpful sermons and lectures that are delivered here in Milwaukee, but it just is not being done. The public expects first of all to be thrilled and entertained by its newspapers and secondly to be enlightened and informed. That is only human. The normal child in school will learn things by means of stories far more quickly than by studying abstract facts and we never get over being children.

But the danger is that the newspapers may become top heavy with the thrilling and entertaining to the neglect of the important and informative, just as there is danger that the entertaining teacher may forget to inject the informational part of the story and will succeed only in entertaining. That danger becomes all

the greater when, as I have said before, the more superficial parts of a newspaper are precisely the parts that get the quickest and surest reaction from the readers.

The successful merchant is the one who finds out what his customers want and furnishes it to them. True, he can direct to some extent their desires, but he must not let them know he is directing them. The newspaper is in the same situation. It must give its readers what they want or they will take a paper that does. The problem then is to try to lead them to want good things in their papers rather than cheap things. And the thought that I am trying to express here is that that problem is one for the readers as well as for the newspapers, for it involves to a very great degree the welfare and progress of the public.

AND that is why I am appealing to you as leaders in any community to make it a part of your contribution to the public welfare to encourage and support the good influences of journalism and to discourage and oppose the bad influences. For, to a very great degree, the readers control the newspapers. A community usually gets the kind of a newspaper it wants. The way to get better ones is take an interest in them, to discriminate between the desirable and the undesirable. The way to insure the continuance of the unlovely aspects is to fold your arms and sigh about the hopelessness of the newspaper and then go ahead and buy and read precisely the things that you inveigh against.

It may be that the public has the idea that the newspapers are not interested in what the readers think of them. Let me assure you, if that be the case, that the idea is entirely wrong. Every newspaper knows that its fate is in the hands of its readers and of no one else. If it holds and satisfies its readers it need have no other concern, for by so doing it automatically commands advertising support. And so newspapers always are open to the constructive suggestions of its patrons providing, of course, that they are based on the broad principles of the public good.

The Third National College Press Congress

By L. W. M.

THIS is the year of the Third National College Press Congress and student editors and managers from many parts of the country will gather at the University of Oklahoma, at the call of the officers, to consider questions of importance to them and their readers.

The Congress will be entertained by the student editors of *The Daily Oklahoman* and other publications of the Sooner state, and the Oklahoma school of journalism will cooperate in the arrangements. Frank L. Dennis, of the *Daily Oklahoman*, Norman, Oklahoma, is chairman of the local committee which is in charge of the event, and information in regard to the program will be sent from his office. Editors who wish to offer suggestions or to receive notice of the Congress sessions and plans should write to Mr. Dennis who is secretary of the national organization. Among those who will cooperate with him in preparing the program

are H. H. Herbert, director of the Oklahoma school of journalism and faculty adviser of the Congress, and Sherrill E. Leonard, Akron University, Akron, Ohio, who is vice-president and presiding officer due to the graduation of E. T. Richards, Brown University, Providence, Rhode Island, former president. Student editors of the Universities of Illinois, Michigan, Ohio State, Rochester, and California are on the board of directors.

The Congress will concern itself with the problems of newspapers, magazines, and annuals, and will provide for speakers, sectional meetings, and round table discussions of problems related to publications of various sizes and policies.

IN connection with the event, the National publication contest of the organizations will be held and students

may submit their publications at this time by addressing them to National College Press Congress Contest in care of Mr. Dennis or the school of journalism at Oklahoma. All types of publications produced by college and university students may be entered. Under the system of awards adopted at the 1926 Congress all publications which are doing distinguished work on the basis of opportunity will be eligible for the Congress awards.

The National College Press Congress was organized at the University of Wisconsin at an organization meeting in November, 1925. At that gathering representatives were present from the Middle West and other parts of the country and an executive board was elected which included students in Leland Stanford, Minnesota, Wisconsin, Illinois, Marquette, Florida, Pennsylvania State College, New York, Indiana, Nebraska Wesleyan, Notre Dame, Boston Tech., and Georgia. This board, together with the officers, was charged with responsibility for conducting the business of the Congress between sessions.

THE second meeting of the Congress was held at the University of Illinois in November, 1926. Representatives were present from Brown University, Providence, Rhode Island; Iowa State Teachers' College, Cedar Falls, Iowa; Elmira College, Elmira, New York; Rockford College, Rockford Illinois; University of Wisconsin, Madison, Wisconsin; Wisconsin State Teachers' College, Superior, Wisconsin; Wabash College, Wabash, Indiana; University of Oklahoma, Norman, Oklahoma; Hunter College, New York City, New York; New York State College for Teachers, Albany, New York; De Paul University, Chicago, Illinois; Eureka College, Eureka, Kansas; Crane College, Chicago, Illinois; University of Michigan, Ann Arbor, Michigan; Akron University, Akron, Ohio; University of Indiana, Bloomington, Indiana; Indiana State Normal, Terra Haute, Indiana; James Milliken University, Decatur, Illinois; Tulane University, New Orleans, Louisiana; Illinois State Normal University, Normal, Illinois; University of Rochester, Rochester, New York; Western Illinois State Teachers' College, Macomb, Illinois, and other schools.

"Why the A. P. Gets It Right"

By Edward McKernon

I PUT quotation marks on the caption under which I am writing because it was suggested to, and not selected by me. Frankly, The Associated Press does not always "get it right" nor will it so long as the tens of thousands of men and women contributing to its daily news report continue human and so subject to all the shortcomings of human-kind. I hope we shall remain human; for it is only as ordinary human beings ourselves that we may hope to recognize the significance of the manifold happenings and properly reflect this day of ours. Then there is the mechanical equation. Recently a prank of transmission caused us to say something that the correspondent had not said. It is sometimes considered complimentary to refer to armies or other organizations as operating with machine-like precision, but it is my observation that the mistakes of The Associated Press are more often mechanical than human.

We are aiming not at perfection but for the highest score obtainable by those who are pledged to give to non-partisan, neutral journalism the best that is in them.

IN these days of sharp competition between individual members of The Associated Press and among newspapers generally, speed in the transmission of news is a highly important factor in the day's work, and this becomes increasingly important as science educates the public to the possibilities of quick communication. The effect of recent developments in this respect is worldwide though it would appear that nowhere else is quite so much emphasis put upon speed as in America.

However, there still remains nailed to the masthead of The Associated Press: "Accuracy First." For this we will deliberately sacrifice speed, and this we do

every day. Because of our far-reaching organization and the experience of many years through which it has been trained to function almost exactly, we probably are right and also first with the news in a higher percentage of cases than is otherwise possible; but when it comes to being either right or first, we are going to be right if we can be. This is the principle that is drilled into recruits to our service, and that is sounded over and over again as a reminder to those who have had years of experience with us.

The general rule is that The Associated Press never shall report any matter on its own authority, and so accept responsibility for it, unless the representative of the organization who makes the original report knows, himself, that it is true. When we do not have the knowledge as our own, the rule is that the making of any statement must be accompanied by the authority for it.

OBVIOUSLY every news day produces rumors that prove baseless. How some of these rumors originate, no one knows. In some cases, unhappily, rumors are set afloat by those with ulterior motives, perhaps to affect the stock market, or to gain some political or other advantage. No such rumor can be disregarded, and a most important part of our work is to chase down these rumors. It is our practice not to lend our machinery to the distribution of rumors that might do great harm and that impress us as suspicious. In such cases we do the best we can to verify the rumor or discredit it.

Beyond the field of rumors there are daily reports that bear the earmarks of authenticity but the certain truth of which is not easily determined. If we consider a report important to the public and it originates from a source deemed reasonably responsible,

we put it on our wires, but setting forth at the same time the authority for it.

In all this we feel a profound sense of responsibility, because the thousands of miles of telegraph wires making up what we call our traffic system and our cable and wireless connections reaching into the four corners of the earth afford an avenue for information or misinformation the effect of which may be appalling. Reflect for a moment on the very few minutes in which Colonel Charles A. Lindbergh was made famous. Before the cheers of the multitude that greeted him at the airdome in Paris had died away, the millions of the civilized world were acclaiming him the king of aviation. If his adventure had been a hundred years ago, no one on this side of the Atlantic would have known of it until he arrived home months later perhaps, on a slow sailing vessel, and it might have been a year or more before the news of his flight had penetrated to scattered communities in his own country.

THE Lindbergh story was good news, and good news we all welcome. But bad news travels just as fast as good news, and by the same sign mis-

information travels as rapidly as information, and it sometimes seems that misinformation may travel even faster, for I doubt that it is ever completely overtaken. The millions that may be convulsed with startling information may be as readily agitated with a dangerously depressing effect, by misinformation. It is said that a little knowledge is a dangerous thing. A great deal of knowledge may have its hazards, and an untruth may be disastrous. That is why we are constantly harping on "Accuracy First." Ask the country correspondent at any crossroads, the seasoned editor in one of our offices, or the American-trained newspaper man who stands watch for us in some foreign land far from home and immediate contact with those responsible for his work, the fundamental principle of his instructions, and he will tell you, "Accuracy First."

It is because of this that sometime one, as in the present case of *The Quill*, asks us "Why the A. P. gets it right." As I have said, we do not always; but if our prestige largely depends upon that assumption, it is because we are everlastingly trying to be right, which we conceive to be our first responsibility to the millions of newspaper readers whom we serve.

Ye Country Ed Has a Busy Day

By Walter P. McGuire

" Was interrupted here by a farmer from Deerfield who wanted to put in a want ad—he has a shot gun for sale, his sons having surprised him with a new one; he had an ad in last week, offering to sell 14 little pigs, just weaned, and sold every one of them by night-time on the day the paper was out. A good ad for the Ads. Before he left a man rushed in from the shop and said a pipe was leaking and wetting a carload of newsprint and when I had finished helping the plumber (as Mercelene helped) there at the counter was a lady come to put in a card of thanks to her neighbors for their kindness to her during her recent illness; feeling strong again she advertised "washings wanted" also. Then the phone rang; the sheriff and deputies and state troopers had just come in after a liquor raid, so I went up to the jail to get the story, and on the way back the County Clerk called me in and gave me the copy for the September Court Calendar and I had to make out the job ticket and get the job to the job foreman who had just discovered, in the middle of a run of circulars for the Columbiaville Woolen Co., that he had miscalculated and was short of stock and I had to order more from Detroit by phone. . . This done I sat down to the machine to finish this letter but before I had got my mind back on its original thought the secretary of the State Cyclone Insurance Co., came in and wanted us to suggest a new form for the Company's annual report (a 100,000 run) and by the time we had worked the thing out the staff and crew had gone home for supper. So in the strange quiet that follows the stopping of the presses I sat down again to finish the letter—and here I am now, determined to get it done. . . Well, I didn't, because right there the phone rang and Mrs. Mc said the party was over and could I drive right out and bring her home. So I started and at the door Mr. Hugh McCarty, bar-

ber and race-horse owner, asked me to write a "dodger" and also an ad for the paper announcing that his second shop, in the new Haug block, would be opened for business Saturday, with a beauty parlor in connection, and baths, and everything; couldn't I do it now for him, he was leaving right away for the Tuscola County Fair races. That done, I got Mrs. McGuire, and a hurriedly picked-up supper and then to lodge, and the first thing this morning (it's Wednesday now, and press day) and I had to dummy up Page 1 of the last section and write some late items and copy-read a lot of stuff written by our repotorial staff (guess how many!) and take some want ads over the phone and read some proofs and cut some because of an oversight, and see a salesman for a Christmas card concern in Chicago, and mollify a mad subscriber who had got a dun after he had paid his subscription, and berate the poor girl who had committed the offense, and talk with an Alabama millionaire who is building a great park here because of his affection for his old home town, and call up several men to get in payments on their subscriptions to the Boy Scout fund because the executive was hollering for his salary, and go see a former Lapeer minister who is visiting at Bronson Lake, near here, and get him to talk at our next Rotary Club meeting; and, returning and finding there had been some press trouble, had to pitch in and help bundle papers so they could get out on time, for it is the proud boast of the Lapeer County Press that it has never missed the mails. Then I drove to Imlay City with an assistant and we sold four pages of advertising for an Imlay City Fair Section. Which done, and it being evening and the door locked, I'm going to finish this letter if I don't do another thing today. . . ."

P. S.—There's someone pounding at the door now. PPS: It was a man from Marathon township who wanted to pay his subscription while he was in Lapeer—and drunk.

The First Year, and After

By Robert B. Tarr

FOR the neophyte the first year in journalism is a period of readjustment, of disappointment and sometimes disillusionment. That it comes but once is rather a consoling factor, although it is human to wish at times we could start again. The career of the average cub who goes from college and university into the news room runs remarkably to a pattern.

Long before graduation, plans are carefully laid for the big plunge; even as a Junior the average fellow is "looking around." An intensive campaign continues during the Senior year, when opportunity offers, and by graduation day many find themselves more or less engaged to several employers.

After much deliberation, seeking for advice, and comparison of notes the great decision is made and the young journalist goes merrily to his first real position—only to find after a few weeks or months that it is not the job he wanted after all. And so comes his first change, as often of his own wish as by his superior's suggestion.

A SURPRISING fact about college men is that few of them keep their first job for very long. Some men of my acquaintance—and they are successful—held four or five in their first year! For a newspaper man this does not indicate lack of ability nor foreshadow failure. It is natural and in many cases desirable.

College life is abnormal. It is neither like the life from which Freshmen come or that into which Seniors go. After four years in it a man is likely to see the every-day world through a glass that is out of focus and measure things by false standards. An "opportunity" selected by the graduate, may appear altogether different when he arrives on the job. So he moves, perhaps regretting that he has "wasted" so many months on that mistake.

But he has not wasted a thing. Without realizing it his viewpoint and standards have changed and his next post he sees more accurately, and tackles in a different manner. And he is usually more contented and does better work, even though the second may still be but a temporary stop.

VARIED experience and work under different systems and in scattered communities has a value, even though facts are facts, anywhere one finds them. Also there is a time when it is essential that a newspaper man remain in one spot long enough to get acquainted. Drawing the dividing line is a task which allows for great difference of opinion and not to be attempted here.

The first year out of college is an essential part of a student's training. It is a postgraduate course in which the gleanings of four years on the campus must be sorted and evaluated; a time when false impressions must be done away with and the student broken into his life work. If the individual happens to make it a traveling assignment, that will not handicap him at this period, and does not alone indicate that he is not fitted for the profession.

Being what it is, the first year should hold no terror

for the beginner. Seeking experience and his bearings he can not make a mistake. If he fails to hold one job he is practically certain to do better in the next one.

LIKE all things, good or bad, the first year must come to an end. The end is not when a man is successful, for we all hope to improve always, but when the novice first is certain that he can deliver, and does so to his employers' satisfaction. Such a year may not be 12 months in length—for some it may run to 24 or 36.

But when it does come, the average newspaper man can serve the most and win for himself greatest returns by stopping long enough in one place to become thoroughly acquainted with the community and its people.

Our greatest asset is personal contact. We work with people, and their thoughts, actions and words are the materials with which we must build. The better we can know these persons the better we can use what ability in writing and editing we may have.

Character and personality score heaviest where they are permitted to touch the same persons frequently. It is not a matter of calendar months, but of years, for a newspaper man to firmly establish himself in a community. From the beginning it seems like a long road; but the longer one travels up and down the same streets and among the same friends the better they will know him, and if he is deserving, treat him and his paper accordingly.

FOR those who have high ambitions, this doctrine of finding a good place and sticking at least for a reasonable time, may not offer the right reward. Obviously it may not be the right course for brilliant men. But we must keep before us the truth that Washington correspondents and foreign representatives will always be in the minority in our profession and the majority of us must be ordinary, reliable, home-town newspaper men, serving directly perhaps from 10,000 to 100,000 readers—a small percentage of the total.

Everyone likes a seat in the front row when there is something to see. From the city desk can be seen to good advantage the endless procession of reporters who come and go, many looking, without results, for a job, others stopping only for a short time. A few of the defects which stand out might serve as warnings to those who still may prepare for the first trial.

Many who call themselves writers can not spell and fail repeatedly to make words say what they want them to say. Some are good news gatherers, but let them put it on paper—little wonder some citizens can't recognize themselves in print!

AN office pest is the chap who feels that only the important things are worthy of his best attention. The little routine tasks he slights and forgets. He never lasts long but when he leaves there is always a trail of discord until his particular tasks are brought up to date and perhaps corrected.

It is sometimes necessary to remind reporters that the paper has a complete circulation department and

their job is to collect news. One society editor of our acquaintance lost out because she spent so much of her time telling her friends of the news they never were able to give her any. If the paper ever went to press with anything important the city did not already know about it was not her fault.

The reporter who does not know his own city is handicapped, and if he is new on the job his spare time can be used to no better advantage than to study his community, memorizing streets, names of business firms and important citizens.

PUBLISHING a newspaper is no easy task. It is hard work, work in which many things go wrong every day, and a task which must be started again as soon as it is completed.

The young man who takes the work lightly and does not put his honest and best effort into it will be ahead if he stays out. Sincerity is essential to success. Sincerity alone will not hold a job; but reasonable work without sincerity on a newspaper will not hold confidence and interest of the readers.

The first year need not be feared. No one expects perfect work from the beginner. But it is not too much to ask that he be sincere in his effort to do what is required of him and to constantly improve.

And the last thing that should be said to all journalists as they leave college is this: "You have not become a finished newspaperman; you have only the tools and equipment. During the next year or two, if you allow it, you will complete your training."

Shake Hands With Mr. MacDonald

By Louis B. Selzer

ONLY one simile fits Harrison C. MacDonald. He's like a steam engine. He starts down the track to where he wants to go, steam up, taking things easy at first, and then, before you have time to chirp Jack Robinson or clamp down on the brakes he's singing along at a 70-mile an hour clip—carrying you right along with him.

Here he comes now. Young looking chap. Peach-blow complexion. Moves like a prize fighter looking for a good opening to shoot over a haymaker. Medium height and build. Pep. Enough for six men. He smiles. You smile. He talks. You listen. Human dynamite. Explodes enthusiasm—about want ads, their importance to the newspaper, their neglect in the past, and their inevitable appreciation in the future. "The little fellow's market place," he calls the want ad section.

MacDonald is 37. Looks 10 years younger. Born in Erie, Pa. Public and high school education there.

Built up the biggest Saturday Evening Post route in his town. More than 200 customers. Delivered Posts on his bike. His family poor. Two brothers and three sisters. Helped pay family expenses, bought own school books.

Sold the Erie Times. Remembers graphically the story of the blowing up of the Maine. Saw a little want ad one day that attracted his attention. Began thinking then—at 15—about want ads. Quit high school and went to work for the Erie Herald-Dispatch as want ad solicitor. Salary \$8 a week.

Here MacDonald negotiated his first want ad *coup d'état*. He arranged a plan through which a want ad placed with the Erie Herald-Dispatch was also carried in the German daily newspaper in Erie, and vice versa—the ad in each case being published in both newspapers at the price charged for one. Did that move bring in new business? Plenty.

WE move MacDonald up to the ripe age of 20. For the next five years he travels all over the country building special display ad sections for newspapers. The kind of sections that told of the things "Made in Cleveland" or "Made in Erie" and elsewhere, or, to be

yet more precise, wherever that enthusiastic gentleman visited.

In this work he met Bert Bryant, proprietor of a number of weekly newspapers servicing suburbs of Cleveland. Bryant induced MacDonald to come with him. With Bryant for a year. Made contracts in the course of service for Bryant with the Cleveland newspapers.

The Cleveland Plain Dealer offered him a job. Bryant was paying him \$50 a week. MacDonald went to work for the Plain Dealer at \$35 a week. Became an assistant in the advertising service and promotion departments. Stayed with the Plain Dealer for 12 years with time out for two years of war service in France. Wound up as want ad manager for this newspaper. Left 18 months ago to establish his own business, after building up what he believed to be a world's record for want ads in a morning paper in 1925.

What he did in Denver for the Scripps-Howard organization want ad-wise has made newspaper history. Likewise in Knoxville and in the cities of the Central Group. Most recent of all, in New York, for the Telegram. Thus, you've met MacDonald. You like him. You can't help it. He is virile, enthusiastic, "sold" on the want ad and "sells" you on its importance and possibilities.

"THE little fellow's market place." Typical of MacDonald's affection for the want ad. He tells you:

"My viewpoint is that the want ad manager spends too much time soliciting want ads, and not enough time getting readers for the want ads he's got. The want ad doesn't do a bit of good if you haven't got the readers' interest in it.

"You sell a news feature because you want to get readers for it. You've got to sell the want ad the same way. I have seen a \$1.36 want ad sell a \$35,000 home for cash. The want ad section is as widely read as the news columns, by those who place the ads, by those who want what the want ads offer, by those who are interested only in what others want or have to offer.

"I think every successful want ad section in a news-

paper radiates the personality and intelligence of those behind it. Just as the Cleveland Press, for illustration, radiates the personality of Ted Thackrey and the youthful virility with which he has surrounded himself."

"If you want to rent a flat tonight, you want to see a lot of ads for flats from which you can make your selection. It's on the same principle of a haberdashery. When you go into a haberdashery to choose a tie you don't want to have your choice restricted to two or three ties. You want to see a whole flock of ties.

"I WOULD far rather have one complete classification of want ads in my newspaper than 20 classifications with only a few ads under each.

"That's the trouble with most newspapers. They make a wild scramble to get a lot of ads. Instead of building one constructive, complete classification of want ads, affording a wide variety of the things offered under it, they go after a lot of different classifications.

"Remember that the man who wants to buy a Ford doesn't want to see one ad about a Ford. He wants to see a lot of them. The same is true of apartments, of baby buggies, of household furniture, of jobs, of every other blessed thing that causes the use of the want ad columns.

"Where do people place want ads and why? Necessity, of course, is the compelling motive of the want ad. A man wants to buy a piece of furniture at a reasonable price, or some other article of immediate interest to him. He used to circle around himself, making inquiries here and there after the article sought. Now what does he do? He puts a want ad in his newspaper. What newspaper does he place it in? The one, first, which has impressed him in the past through its completeness of want ads, and second, the paper which he feels, for one of many reasons, he can call his own.

"MY theory is not to call the other fellow's want ads but first to get to the *sources* of want ads. Make your newspaper the preferred one. Make them think of your newspaper when they think of want ads. Don't put yourself in the position of having to call the other fellow's ads. Make him follow you, but, in building your want ads, do it so thoroughly that there will be no occasion for you following him.

"Another vitally important thing is to accommodate

a want ad placer as late as possible. The want ad placer gets a tremendous thrill and a large amount of satisfaction and appreciation of service if the want ad he telephoned in at 11:30 is on the streets at 1:15 p. m.

"The element of time is, in fact, in many cases the all important factor. You have got to make it easy for your readers and people to use want ads. Let them telephone it in and say, 'Charge it to me.' Credit is the spirit of the age. If I can walk into a store and see something I want and say, 'Charge it,' chances are I'll buy it. However, if I have to dig down into my ready cash and spring out the money required for it I hesitate.

"Thus, make it easy for the want ad placer. Let him telephone and say, 'Charge it.' Keep the deadline as near the edition as possible. Don't strive for a few ads under a great many classifications. Concentrate on a wide variety of ads, a big selection of them, under one classification.

"Of course each newspaper's situation is different. No one formula can be applied to all of them. It's just like a doctor. He can't prescribe a remedy for one man that will cure an entirely different ailment in another. You've got to study your paper closely, diagnose its want ads carefully, and prescribe the cure. But appreciation of the fact that to make things as easy and convenient for the want ad placer as possible, recognizing the value of time, getting a complete classification that affords a wide selection, these are things that any and all newspapers need in building want ads.

"HUMANIZE want ads. Make them speak out at you. My father was an old sea captain. He was tired of the fine furniture. He wanted an old arm chair of the kind he used to sit in by the fireplace. So I sat down and wrote a want ad.

"I said, 'I am the old family arm chair. An old sea captain wants me. But, alas, I am up in the attic covered with cobwebs. Yet I don't believe I have lost my place in the sun. I know that the people who own me and have put me out of the way in the attic will send me to the old sea captain when they read this. There I can serve many years and help to make him more comfortable for the rest of his days.' Of course we found the old family arm chair. We found many of them, in fact, enough of them to enable my father to pick out the very one he wanted."

Typical Ideals

New York Evening Post—"The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals and politics, and to cultivate a taste for sound literature."—From the Prospectus of the *Evening Post*, No. 1, November 16, 1801.

New York World—"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with

merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."—Joseph Pulitzer's statement of the *World's* ideals.

Albany Knickerbocker Press—"Fully, honestly, accurately and intelligently to inform the public is the constant aim of The Knickerbocker Press."

New York Times—"All the News That's Fit to Print."

St. Louis Globe-Democrat—"The Globe-Democrat is an independent newspaper, printing the news impartially, supporting what it believes to be right and opposing what it believes to be wrong without regard to party politics."

Donald P. Whitney, editor of the *Minnesota Daily* during the past school year, was killed in an automobile accident July 4 at Montgomery, Minnesota.

Robert C. Stafford, Ohio State chapter, is on the desk of the *Akron Times-Press*. He was formerly deskman on the *Toledo News-Bee* and the *Cleveland Press*.

Fred M. Shideler, Kansas State, who had been employed by the *Cleveland (Ohio) Press* for the past several months, is now telegraph editor of the *Manhattan Mercury*.

Oswald B. Dryden, Kansas State, has been employed since graduation in June on the *Belleville (Kan.) Telescope*, a weekly newspaper.

The Anatomy of Journalism

By Master Surgeons

Do you want us to take in advertising? What is the ethics of advertising? Should we take Tanalac; if not Tanalac, then Plant Juice; if not Plant Juice, then Scott's Emulsion? Where is the deal line?—William Allen White.

* * *

Do you want us to make a code to be put up in the office, which the reporters will laugh at about the matter of gathering news and how to get news? We don't know. Frankly, we have met and decided to ask for further instruction. We have raised a lot of questions. Here is one of them: What particular good does it do us to have high standards as to the quality of our writing, the character of our editorial matter, the high and lofty attitudes we take in the editorial columns and the expressions of news that we stand for when we go ahead and buy a lot of syndicate stuff which is addressed to morons? Where is the good in that? What is the ethical standard of that? We throw that into the pot here for you to discuss. We don't know. In the matter of the subscriber, what are his interests when they conflict with the advertising? What rights has the advertiser that a publisher is bound to respect? Personally, I don't think there are any. I think all he has a right to know is what he is buying.

On the other hand, in a campaign for an automobile show, how much should we let the automobile advertiser hog into the news column? How much should the movie manager and the theatrical manager graft space in stuff that we don't entirely approve, even though we edit it down? What are we going to say about the advance stuff? There are an awful lot of space grafters who come in, more or less backed up either by advertising or by community projects. What is the ethics of a newspaper towards a community project when the question is: Should it tell the truth as it sees the truth, or should it join the boosters? Personally, I duck. —William Allen White.

* * *

It is the sense of this committee that editors, managing editors and other journalists occupying positions of responsibility, and that includes reporters, should maintain all possible legitimate contacts with the public, make themselves conversant with all activities, projects and plans, industrial, political, social and artistic, in their communities, but that they should not accept, for pay or as unpaid service, officerships, or memberships in boards of directors, or other employment which would divide their allegiance between journalism and community activities, and render impossible

the detached and disinterested service which alone can give daily journalism its proper usefulness, dignity and integrity, and win for it the respect of the public without which its service is inevitably crippled.—A. S. N. E. report.

* * *

The question of details of ethics is rather interesting. Coming here, I was loaned a copy of Seitz's biography of Horace Greeley. I read the first page and I had to cut apart the next two pages. I did that, read them and then I had to cut apart the next two pages. Who do you think loaned me that book? A newspaper book reviewer. Was it ethical for him to publish a review of that book without having read it, without even having cut the first few pages—and I notice that there were many further pages left uncut? Whether any had been cut or not I do not know. What was published was probably quite entertaining. It certainly was not a review. Lately I have been pursuing an inquiry somewhat comparable to the inquiry I made some years ago in regard to the amount of space relatively in newspapers to advertising and news. This inquiry concerns itself with the question of newspaper passes, courtesy invitations, or whatever you may call them. I think I have addressed some of you gentlemen on that subject and you have replied. When I gather the material I shall be very glad to send the information to all who have answered, and I invite any of you who have not been asked to help me in this study.

I am inquiring about passes, free tickets in other words, to all sorts of entertainments. I am trying to find out what newspaper men think about them. The answers so far received are very interesting. I am further pursuing this by making the same sort of inquiry from the other side, from the people who give these passes. I have received a few replies. I have not been so well able to organize my inquiry there. I had hoped to get enough on that subject to give you an analysis so that we might find out whether it was of benefit, an indifferent matter, or an evil. It certainly is a nuisance.—Moses Straus.

* * *

I believe again, that possibly one of the reasons why the question of newspaper ethics is not so keenly in our minds is that it doesn't seem to touch our emotions. We know that ethically the newspaper is not in danger; that whether it is ethical or unethical or non-ethical, it is still quite successful. But we do not think of the effect of our attitude upon the people. We do not think of

ethics of the newspaper from the effect it has upon the public.

In other words, we do not think whether or not we are poisoning or purifying the people's minds. We have not grown in self-consciousness as professional men. I think that the schools of journalism will help us greatly. I think the trial and error method of developing a newspaper man is going into the discard. The faster it goes I think the better it will be. I think people can be educated without losing enterprise. I think their minds can be trained without losing bodily aggressiveness. I believe the schools of journalism will do that. I also believe that the profession of journalism based on a clear idea of what journalism is, will be standardized. Then, I think we can consider ethics, develop ethics and eject those newspaper men who are not ethical.—Moses Straus.

* * *

Several of us on the World believe that personal contacts are valuable for editors, but we make it a rule never to accept positions on policy-making committees. We find we are freer in helping or opposing public undertakings by accepting no official connection therewith.—Herbert Bayard Swope.

* * *

It has been my experience that a newspaper can render the best service without too close affiliation with any particular groups, boards, committees, and the like. It must have a free hand to be effective. There are of course exceptions but, as a rule, I prefer to keep clear of all "entangling alliances" and to have my editors do so as well.—Harry Chandler.

* * *

I am so thoroughly convinced that independence, political, commercial and social, is of such vital consequence to a newspaper that I have refrained from membership in all fraternal bodies, hold no stock in any bank, nor in any local commercial concern, and have of deliberate purpose personally held aloof from community action.—Louis T. Golding.

* * *

It is my personal conviction that an editor should seek all the contacts on boards, committees, etc., except purely political. The more contacts an editor has, the better qualified he is to pass judgment.—T. J. Dillon.

* * *

I make a rule on the paper to accept no appointments on committees, civic or otherwise.—H. V. Jones.

A Chicago Reporter Looks Back

By John Kelley

NEARLY every reporter, when he's new at the game, has a burning desire to cover a hanging. It is an ambition, I confess, that I never entertained—an experience I never craved.

There have been seventy-five or more executions in Chicago since I started out as a police reporter, and although I have often been asked by city editors if I "would like to cover the hanging tomorrow" I always declined. I have known reporters who would give their right eye to be called in by the boss and given a ticket, admitting the bearer to witness the gruesome affair. But to me a hanging never held out any "supreme thrill," which I often heard the boys descant upon in the police reporters' room, where they congregated to give a recital of the "necktie party," as they called it.

IT is necessary, of course, for representatives of the press to be present at these sanguinary affairs, but from observation I can say that few reporters care to cover a second assignment of this nature. There is no such animal around a newspaper office as a "hanging expert." After witnessing one of these gruesome sights the reporter, as a rule, has no further desire to stand in the jail yard and watch some poor wretch dangle at the end of a rope.

On the last Friday in January, 1894, the law strangled one George Painter for the killing of a woman named Alice Martin with whom he lived in the Desplaines street police district. Twice he was snatched from the gallows by a governor's reprieve, and he went to his doom protesting his innocence. There were many persons who believed him to be a victim of circumstances. Among those who held this opinion was Luther Laflin Mills, the great criminal lawyer. Mr. Mills, who as state's attorney of Cook county put the noose around many a murderer's neck, went to his grave firmly convinced that in the execution of Painter society had taken the life of an innocent man.

The crime for which Painter paid the penalty was committed in May, 1891. On his return home late one night, according to his story, Painter found the woman dead in a squalid room they occupied in a tenement house on Green street. She had been strangled and beaten to death.

Painter went to the apartments of other women tenants and told them of his discovery. He asked them to remain with the body while he went out to call the police. Two blocks away, at Madison and Halsted streets, he met a policeman to whom he told the story of coming home and finding the evidence of murder.

SEVERAL women who lived in the same tenement house (which bore an unsavory reputation) told the police that Painter and the woman had frequently quarreled and that he had beaten her severely. Blood stains were discovered on his clothing, but he explained this by saying that he bent over the body and tried to lift it from the floor. On the night of the murder the other tenants heard a woman's screams in the Painter apartment, but thinking it to be only one of the nightly

spats between the couple no attention was paid to the noises.

Painter was arrested and indicted for the crime. He was without funds and the court appointed an attorney to defend him. A jury was quickly empaneled and after listening to the testimony, all of which was purely circumstantial evidence, he was found guilty and sentenced to be hanged.

A "reasonable doubt" of his guilt existed in the minds of many persons who were conversant with the case, and through newspaper publicity a lot of sentiment was aroused for the condemned man. It might be well to state that this sentiment was not of the "maudlin" kind which is so often seen in cases of men sentenced to be executed for murder.

Several prominent lawyers entered the case shortly before the date set for the execution and they succeeded in obtaining a reprieve from Governor Altgeld. Another day was fixed upon for the hanging and again at the eleventh hour the governor granted a week's stay.

FOLLOWING the last reprieve a newspaper man who believed in Painter's innocence (or rather he thought there was a reasonable doubt of his guilt) induced Luther Laflin Mills to visit him at the jail. Mr. Mills had given up active practice of his profession some time before, but he still maintained an office downtown and took a lively interest in matters of this nature. The night before Painter was hanged the city editor of the Herald sent me to the jail about midnight to get a story of his last hours. It was a terrible cold night, blustery and snowing, and as I crossed an alley in Michigan street that ran alongside the criminal court building I saw what appeared to be a horse and buggy about ten rods north of the entrance to the alley. The office of the jail, toward which my steps were directed, was around the corner on Dearborn avenue. Scenting a mystery in the horse and buggy down the alley I plowed my way through the deep snow, and just as I reached the rig the jail gate creaked on its hinges. In the darkness I discerned the figure of a man who stepped out into the alley and the gate closed behind him.

THE wind was howling and the snow was swirling through the alley, almost blinding me. I noticed that the horse was hitched to something that projected from a building opposite the jail gate. The vehicle was enclosed with glass, such as was driven by physicians at that period. Curious to see who the person was who came out of the jail yard I approached him, saying that I was a reporter for the Herald. He came toward me and as he reached my side he tried to light a cigar. There was such a gale blowing, however, that the match which he held cupped in his hands, went out, but not before its rays were reflected on my face. He recognized me, but I did not know him until he spoke.

"Hello, Kelley, is it you?" he said.

"Yes, Mr. Mills," I replied. "I saw a horse and buggy down the alley and I was curious to know what was up." I then told him of being sent over to the jail to get a story of Painter's last hours on earth.

Clasping me by the hand the gray-haired attorney in a trembling voice, continued:

"Kelley, they are going to hang an innocent man in morning. I have just come from him, and I was never more convinced of a man's innocence than I am in this instance. George Painter did not kill Alice Martin. I do not know who committed the crime, but I would stake my life it was not the poor wretch they are going to strangle before the setting of another sun. I have talked with a great many men in my time who were facing the gallows, and I think I know when a man under those conditions is telling the truth. I never in all my life talked with a man so pleadingly to tell me the truth as I did with George Painter. He could have told me that he was guilty and I would never have divulged his secret. He knew this. But he told me for the thousandth time that he was innocent and I believe him. Someone other than George Painter was the slayer of Alice Martin."

DURING the recital of the foregoing Mr. Mills stood wringing my hand as if to emphasize his words. I could see the tears streaming down his cheeks and there was a pathos in his voice which I had never heard before.

Up to the very last hour before the time which the sheriff had announced the execution would take place there was hope that the governor would commute the sentence to life imprisonment. A delegation of lawyers, with whom the governor was especially friendly, went to Springfield carrying with them a petition signed by 10,000 persons, praying for executive clemency. Mayor Hopkins also sent a wire to the governor urging him to review the case and stating that newspapermen with whom he had talked assured him there was a reasonable doubt of Painter's guilt. To all these entreaties the governor turned a deaf ear.

Painter walked unassisted from his cell to the gallows. He was the gamest man, jail officials declared, that ever went to his death in the Cook county bastille. In answer if he had anything to say before the cap was placed over his head he said: "If I killed Alice Martin—the woman I dearly loved, the woman I loved so much that I would almost commit crime for her—I pray Almighty God in this, my last minute on earth, to send me to hell and keep me there for all eternity."

He was standing on the trap when he spoke. His voice was strong and clear.

AT a signal from someone concealed from view the cord was cut that held the trap and Painter plunged through the opening. Under the weight of his body the rope that was fastened around his neck broke, and the body was dashed against the cement floor. His skull was crushed and blood oozed from the wound, staining into ghastly crimson the shroud in which he was enveloped. His neck was broken by the fall and he was in a dying condition. But the law required that Painter should be pronounced "dead while hanging by the neck." So the gory shrouded body was lifted back on the scaffold and a new noose was adjusted. A second time the hangman cut the cord that held the trap and Painter's body was sent spinning around at the end of the rope.

The foregoing description of the execution was described so often in the police reporters' room by men who covered the hanging that I would walk away when

I heard someone enter upon a dissertation of what he saw that day in the jail yard. I recall a realistic reenactment of the hanging in which a German reporter, who was the "condemned man," was nearly strangled to death, a necktie being used in lieu of a rope.

This writer believed Painter guilty. I worked on the case the night of the murder and followed it closely through the inquest and trial.

"**C**IRCUMSTANTIAL evidence," I once heard Luther Laflin Mills say, "is the best kind of evidence, because you can't manufacture circumstances."

Other news events of this year with which I had something to do in a reportorial way were the American Railway Union strike and the Coxey army movement. The railroad strike, which had its inception at Pullman, spread to all parts of the United States. It was commonly called the Debs strike, Eugene V. Debs being the founder and president of the American Railway Union. About 100,000 railroad employees participated in the strike.

Beginning with the discharge of employees of the Pullman company at its shops for joining the American Railway Union the strike soon spread to all railroads that handled Pullman cars. It was the most widespread in the history of American railroads. All the transportation, especially west of Cleveland, was completely paralyzed and the strike was ended only by the intervention of federal troops.

There was much violence and rioting in the stock yards district, where several companies of regulars guarded railroad property. In my line of duty I was sent to the stock yards several times at night to gather strike news, an assignment that was fraught with danger. Prowling through the mazes of railroad tracks in freight yards at night is not the pleasantest of tasks, especially when federal troops are on the job to shoot down trespassers. Blinded by the glare of locomotive headlights and confused by the clanging of bells the man who is not used to such things is in a bad fix. When I recall those nights in the stock yards, prowling here and there for strike news, it makes me shudder. And to make matters worse the Herald was unpopular with the strikers on account of its attitude, both in its news and editorial columns and cartoons. During the strike the Herald lost half of its circulation.

The Coxey army movement was well under way for several weeks before the railroad strike was called. Following in the wake of the panic of 1893, Jacob S. Coxey organized an "army" of unemployed to descend upon Washington, D. C., to demand employment in constructing roads throughout the country. The lapse of industry following the panic threw scores of thousands of laborers out of work until every large city in the country was the camping ground of an army of the idle.

Coxey, who was the owner of a stone and sand quarry at Massillon, Ohio, prepared two bills which he proposed to force Congress to enact into laws that would remedy the existing ills. One of the bills provided for an issue of \$500,000,000 in legal tender notes to be expended by the secretary of war at the rate of \$20,000,000 per month in road building. The other bill provided that any state, city or village might deposit in the federal treasury non-interest bearing bonds to an amount not exceeding one-half of the assessed valuation

of its property, on which bonds the secretary of the treasury should be obliged to issue legal tender notes to an amount equal to the face value of the bonds.

Coxey's fantastic scheme found hordes of unemployed who believed in its feasibility. As the leader of the movement, Coxey was given the title of "General." Under him were "admirals" and "colonels" galore. More than a score of "armies" were organized in several Western and Southwestern states, and it was planned to foregather at Massillon, from which place they were to march to the nation's capital. Easter Monday was the day set for the departure.

In Montana, California and Texas these vagabond armies captured trains and stormed food depots. Only a few of the "soldiers" reached the Ohio town where the "general" awaited their coming.

Driving in a comfortable side spring buggy, "General" Coxey led the tatter-demalion army of about 300 men out of Massillon on the day designated. Honore Jaxon, who has been mentioned heretofore in the chapter pertaining to the Whitechapel club, went from Chicago to Massillon and was a "colonel" on Coxey's staff. As it proceeded on its way to Washington, the "army" received recruits day by day and there were desertions because the menu was not what the "soldiers" expected.

ONE of the "armies," under command of "General" Randall, left Chicago with about 400 men. The

departure was from "Goose" Island. That night the "army" arrived at Grand Crossing in a driving rain storm. Through arrangements made with the caretaker of an abandoned World's Fair hotel the "army" was given shelter for the night. I was sent out to the hotel to get any late developments. Coffee and dry bread were being served when I arrived. There were loud cries of "pie, pie, we want pie" but the commissary department had overlooked the pastry.

Coxey's bedraggled cavalcade reached Washington about May 1. The "general" was arrested and given twenty days in jail on a charge, I believe, of trespassing on the grass of the capitol grounds. The "army," without a leader, went into camp at Bladensburg, a short distance from Washington which in early days was a famous dueling grounds. Gradually it disintegrated, and thus ended the historical hobo pilgrimage.

Some years later I was sent by the Herald to interview "General" Coxey. I have forgotten what his mission to Chicago was, but I remember he came here in regal splendor. I found him in his private car in the train shed at Dearborn station. No railroad president ever traveled in greater comfort. It might also be added that Mr. Coxey entertained different views of things than when he led the "Army of the Commonwealth of Christ" from the Tuscarawas Valley to the top of Capitol Hill.—The Trib.

Mamie Was a Good Newspaper Man

By D. H. Talmadge

MAMIE TYRELL, whose name later became Mary Estelle Tyrrelle, and still later became Peggy Prim, all in a most natural way, passing as she did from the crossroads weekly, where she made bread and butter, to free lance magazine work, where she didn't make bread and butter, to the city daily field, where she perpetrated sob stuff and sensational feature stories and made somewhat better than bread and butter—

Which is a heck of a way to start a story, isn't it? Like pronouncing sentence before getting the evidence, what?

Anyway, Mamie and I worked together at the crossroads a long time ago, and quarreled more or less and practiced sarcasm on each other, because we were rivals for journalistic glory and were too green to know that rivals who were worthy of the name never acted so, but treated each other with frigid courtesy, and I hereby admit that Mamie was a better newspaper man than I, and—

THE rule is to make your sentences terse, snappy, and a fine job I'm doing at it, aren't I? (Is this correct? Somehow it doesn't look quite right.)

Well, anyway, Mamie said when Rufus Rogers built that wonderful two-story brick building at the crossroads, with room in it for a theater and a drug store and a restaurant on the first floor and six elegant office

rooms upstairs, that she was the one to do the story. (We invariably "did" our stories at the crossroads—usually did 'em good and proper, as the unregenerate might put it—and we scorned somewhat those who merely wrote, like Old Man Draper, who owned the newspaper and edited it and made a pretty dry and uninteresting business of it, if you had asked us.) I wanted to do the Rogers story myself. It seemed a shame, I being available for the assignment, to permit it to go into other hands.

So, two weeks before the grand opening and dedication of the Rogers building, Mamie and I put the matter up to Old Man Draper. And the old man rubbed his chin and spat and rumbled his hair and spat, and before a great while he arrived at a decision. Which decision was that Mamie and I would each write a story, one this week, the other next week, drawing cuts to determine which was to write which, and the relative excellence and value of the two stories to be determined by the number of extra copies ordered by Rufus Rogers.

WE drew cuts. I was to have the first chance. I pitied Mamie. Poor little girl, with her soft green eyes blazing like a wild cat's! She was to have nothing but the leavings.

I did the story. And it was a real one. If there was anything I omitted in my doing of that building,

that towering and impressive symbol of a greater cross-roads yet to come, it was too trivial for consideration. Even Old Man Draper said it was a darn good story, and he was mighty careful about talking too much in that way, too.

Rufus Rogers was pleased, as I was certain he would be. He bought 25 extra copies.

The following week Mamie did her story. A very fair little story, I thought it. I had used up most of the available material, and, though I imagined she tried hard, she could fill less than half the space my story had filled on the first page. Very moderate in its tone. Was perhaps a bit too fervid and verbose in its reference to Rufus Rogers. But, all in all, a good enough bit of work.

I ATTEMPTED to compliment Mamie, but she told me to go to thunder—yes, just like that! Real lady-like, wasn't she? Then she said, "You can't patronize me, you big chump!"

The drum cylinder was rumbling and jolting off the weekly edition in the basement, and I had to go down to get some papers, otherwise I might not have permit-

ted the matter to rest there. But perhaps it was just as well, for when I came back up stairs, a swarm of stinging words trembling on my lips—

Well, Rufus Rogers was shaking Mamie's two hands, and Old Man Draper was hopping about with a smile on his face as broad as a pasture gate, and he told me to see that 500 extra copies were printed for Mr. Rogers.

WHICH is a deuce of a long lead, isn't it? When you write a story it is said to be not well to make the lead too long. The lead should be terse, snappy. This gains the reader's attention, and perhaps he will then read the story. If the story is all lead, a reader who struggles through it, only to find that no story follows, may feel hurt.

Anyway, it doesn't particularly matter so far as this reminiscence is concerned. What I had in mind to say at the outset was that Mamie featured Rufus Rogers in her story of the Rogers' building, while I featured the building itself, and Mamie's story was far and away the more successful of the two. You boys and girls may draw conclusions to illustrate the point—if you can find it.—Oregon Exchanges.

The Editor's Task in a Neighborly World

By John H. Harrison

THE world is becoming increasingly a neighborhood of many and intimate human contacts. Such contacts must result either in perilous friction or in adjustments which will enable the world to live securely and helpfully. The most advanced newspapers are urging cooperative endeavor to stimulate a knowledge of these constructive forces which are ever at work for human welfare and peace.

To this end, greater emphasis should be, and in modern journalism the tendency is, toward the gathering and presentation of news and commenting thereon in such a way as to upbuild society, materially, intellectually and spiritually, and to treat the other kind of news, such as crime and scandal, in a manner which will contribute to the cure of those conditions.

CRIME news can be treated constructively so as to inform the public that people may take steps to protect themselves against the criminal. Crime news can be so handled as to show whether or not authorities are sufficiently active in combating the crime and the criminal. Crime news can be so published as to make crime hideous. The tendency of the sensational journal to amplify the sob-sister stuff is wrong.

A newspaper is a mirror and must reflect life, but there are many divergent phases of life. Crime news is but one. The upbuilding forces can also be stressed in publicity. These include the news of schools, of churches, chambers of commerce, your women's clubs, and all other influences for good. The modern news-

paper is increasingly pushing these subjects to the front. Some newspapers take the position that they are only giving the public what it wants. If you go to a store which persistently does not keep what you want, you cease going to that store. If a newspaper does not print what you want, you stop reading the paper.

BUT a good salesman in a store may properly set forth the merits of what he has in a way that will influence you to consider whether or not that which he has may not best suit your purpose. Similarly, the newspaper may urge, by prominence and by context, the value of the better things of life, contributing thereby to the improvement of the taste of newspaper readers. If you will lend your encouragement and support to these efforts, then you will help to make your newspapers better.

The public can get any kind of a newspaper it wants. If you persistently support the sensational journal, you will always get that kind. If you support those papers which emphasize the better things, then more and more will the papers become like that. By constructive publicity we mean the bringing forward of those things that tend to uplift. If that publicity meets with indifference, then it is the fault of people like you, who stand for the better things individually, whose organizations stand for better things, and yet do not manifest it in cooperation with publicity that is constructive.

Sigma Delta Chi News

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What's the Matter With Kansas and the Convention?

By Roy L. French

KANSAS has always been proud of the scarcity of its millionaires and the abundance of its general prosperity. Likewise Kansas is proud of the scarcity of metropolitan areas within its borders and the general all-rightness of the towns and small cities which it does embrace.

The world at large may not know that there is scarcely a single metropolitan newspaper in the whole state, but all the world knows that Kansas has more nationally known editors than any other state in the union.

A list of those editors reads like a folio from Who's Who. Who hasn't heard of:

William Allen White, novelist and famous publisher of the Emporia Gazette. Ed. Howe, philosopher and editor of the Atchison Globe. Arthur Capper, U. S. Senator and owner of the Capper Press, which publishes more farm papers than any other house in the world.

Henry J. Allen, former governor, champion of the famous Kansas Industrial Court, headliner on the University Afloat, and publisher of the Wichita Beacon. Victor Murdock, the flaming haired editor of the Wichita Eagle, who as an insurgent congressman from the Sunflower state led the movement that changed Uncle Joe Cannon from the czar to a mere speaker of the lower house.

Joseph Bristow, of the Salina Journal, ex-U. S. Senator and dean of all insurgents in the days before everybody became a "progressive" in politics. C. M. Har-

ger, of the Abilene Reflector. W. Y. Morgan, of the Hutehison News. Charlie Scott, of Iola, etc., etc., etc.

With men of this stamp to draw from, is it any wonder that Prof. L. N. Flint, head of the School of Journalism at the University of Kansas, and Clelland Cole, president and chairman of the Kansas chapter convention committee, are sure that the 1928 convention of Sigma Delta Chi is to be the best journalistic feast which the fraternity has yet enjoyed?

The program which brother Cole is preparing promises to be replete with high jinks that will carry the delegates through the hectic business and social sessions to the envy of the stay-at-home brothers.

There will be banquets, dances, luncheons, and what-not extending from Lawrence, where the university is located, to Topeka, where the publishers of the Capital and Journal are throwing a party. Any Sigma Delta Chi who can pawn his shirt is warned not to miss this biggest and best national convention.

It is a long way from Los Angeles, oranges, and earthquakes, to Kansas, corn, and tornadoes, but your national president is packing his bag and getting ready to start now.

Don't forget the 1928 national convention of Sigma Delta Chi at Lawrence, Kansas, November 14, 15 and 16.

ROY L. FRENCH,
National President.

Pittsburgh, Pittsburgh, Pa., Samuel Braemer, 225 N. Dithridge.

Purdue, West Lafayette, Ind., J. D. Lemon, 503 State Street.

South Dakota, Vermillion, S. D., Wm. Fenelon, Lambda Chi House.

Syracuse, Syracuse, N. Y., J. L. Gorman, 25 Vienna St.

Stanford, Stanford Univ., Cal., F. W. Speers, SDX Stanford University.

Toronto, Toronto, Ont., B. J. O'Boyle, St. Michael's College.

Washington St., G. F. Prior, 507 Colorado St., Pullman, Washington.

Washington U., Seattle, Wash., Dook Stanley, 1605 East 63d.

Western Reserve, Cleveland, O., W. W. Rankin, 1524 Compton Road.

Wisconsin, Madison, Wis., W. F. Peterson, 168 Prospect Ave.

The Illinois Alumni Directory, Complete

BARGH, GEORGE H., '14; postmaster, Kimmundy, Illinois. Conrad, Cassius B., '13; secy., DeKalb County Abstract Co., 116 Lincoln St., Sycamore, Illinois. Daugherty, Hale P., '14; Federal Adv. Agency, 6 E. 39th St., New York, N. Y., home, 14 Central Ave., Cranford, N. J. Miriek, Harry R., '13; executive work, C. G. Conn. Ltd. Elkhart, Ind. Nathan, Myer O., '14; architect, 123 Madison St. (West), Chicago, Illinois. Ogle, Arthur H., '13; secy. and treas., Ass'n National Advertisers, 420 Lexington Ave., New York, New York. Dean, Frank C., '12; publicity director, Ohio Farm Bureau Federation, 199 E. Gray St., Columbus, Ohio. Porterfield, Willard B., '13; cashier, Porterfield's State Bank, and owner of insurance agency, Fairmount, Illinois. Fischer, Chester, O., '12; Mass. Mutual Life Insurance Co., 506 Olive St., St. Louis, Missouri. Herbert, Harold H., '12; director, School of Journalism, University of Oklahoma, Norman, Oklahoma.

McLarty, Ray Clark, '12; mgr., sales division, Curtis Pub. Co., Philadelphia, Pa., 412 N. Eagle Rd., Upper Darby, Pennsylvania. Nevins, Joseph Allan, '12; editorial writer and critic, New York World, also instr. in Amer. History, Cornell Univ., Ithaca, New York. Stephens, Carl, '12; editor, Ill. Alumni News; secy., U. of I. Alumni Assn., Administration Bldg., Urbana, Illinois. Scott, Franklin W. (Hon.), '01; editor, D. C. Heath Co., Publishers, New York, N. Y., 22 Lockwood Road, Scarsdale, New York. Hosmer, Howard, '14; attorney-examiner, Interstate Commerce Commission, 1910 Kalorama Road, Washington, D. C. Care of Interstate Commerce Commission. Weis, H. W., '13; executive work, 6 Lynwood Ave., Toronto, Ontario, Canada. Burger, Howard J., '14; died March 12, 1915, at Woodstock, Illinois. Cade, A. F., '15; asst. gen. sales mgr., Gerlach-Barklow Co., Joliet, Illinois, 301 N. Raynor Ave., Joliet, Illinois. Conefrey, Hal Wyman, '15; state bureau mgr., and statehouse and political writer for Scripps-Howard newspapers of Ohio, 226 Kelso Road, Columbus, Ohio. Field, Roswell F., '14; advertising writer, Campbell Ewald Co., General Motors Bldg., Detroit, Michigan.

Rohlfing, Alfred R., '14; farming, R. R. No. 1, Farmington, Illinois. Van Doren, Mark A., '14; literary editor, The Nation, 50 West 9th St., New York City, New York. Morrissey, Edward H., '15; advertising business, 7704 Eastlake Terrace, Chicago, Illinois. Ramsey, Leonidas W., '14; publisher of adv. material for Architects, etc. L. W. Ramsey Company, Union Bank Bldg., Davenport, Iowa. Seidenberg, Nathan C., '15; lawyer, 923 Jefferson Bldg., Peoria, Illinois. Noble, Joseph M., '16; editor and publisher, Canadian Record, Canadian, Texas. Darlow, Ralph L., '15; lawyer,

147 Maple St., Springfield, Mass. Irvin, Stanley P., '15; executive, Barton, Durstine & Osborn, Adv. Agency, 304 Wellington Road, Buffalo, New York. Pendarvis, Wilbur O., '15; member of Todd, Morgan, Pendarvis & Arber, attorneys, 903 Central National Bank Bldg., Peoria, Illinois. Carlisle, Donald T., '16; executive work, Locomotive Stoker Co., 50 Church St., New York New York.

Kirkpatrick, Sidney D., '16; with McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York, New York. Williams, Fenton H., '16; died, March 28, 1919, at Watseka, Illinois. Niven, Will Edward, '17; mgr., bond dept., American Trust Co., 2026 Lincoln Way West, South Bend, Indiana. Brown, Allen B., '17; with Allen-A Hosiery Mills, 820 Broadway, Kansas City, Missouri. Harwood, Silvan Dix, '16; asst. ed., D. C. Heath & Co., 231 E. 39th, New York, New York. Glover, Donald M., '15; doctor, St. Lukes Hospital, Cleveland, Ohio, 6606 Carnegie Ave. S. E., Cleveland, Ohio. Silver, Milton G., '17; with John P. Smith Printing Co., Rochester, New York, Greenfield Lane, Brighton Postoffice, Rochester, New York. Lardner, Ring W., syndicate writer and reporter, Great Neck, Long Island. Archer, Olin W., '18; news editor, San Antonio Express, 135 LaFayette Ave., San Antonio, Texas.

Barber, J. Kenneth, '16; advertising, Buchen Co., 28 Jackson Blvd., Chicago, Illinois. Ferguson, Howard R., '17; died, May 8, 1916, at Champaign, Illinois. Raphaelson, Sampson, '17; author, "Jazz Singer," (Broadway Play) Wallsten-Sharton Adv. Co., New York, New York. Shoemaker, James W., '16; trust officer, Union Trust and Savings Bank, Steubenville, Ohio, 1233 Maryland Ave., Steubenville, Ohio. Boeschstein, Harold, '18; asst. gen. mgr., Ill. Glass Co., Alton, Ill.; vice-president, The Western Co., Chicago, 406 Prospect St., Alton, Illinois. Gross, Christian, '17; charge d'affaires, Port-au-Prince, Haiti, West Indies. Beardsley, Henry S., '21; proprietor, print shop—Grand River Press, Trenton, Missouri. Healy, Carleton, '20; advertising writer, Kodak Office, Rochester, New York. Gardner, McKinley, '18; advertising mgr., Wenatchee Daily World, P. O. Box 745, Wenatchee, Washington. Gaasmen, Zean G., '19; division mgr., Midwest Dairy Products Corporation, Olney, Illinois.

Pulcifer, K. DeWitt, '18; ed. The Pennsylvania News, Pennsylvania R. R., 525 Union Station, Chicago, Illinois. Johnston, Harold B., '19; executive sec. President's office U. of I., Urbana, Illinois. McConnell, Marvin G., '18; motion pictures, 529 S. Virgil St., Los Angeles, California. Knappenberger, John M., '18; credit mgr., J. A. Folger & Co., 5516 Charlotte St., Kansas City, Missouri. Reid, Stewart F., '21; campaign

director, publicity, etc., 415 Plymouth Bldg., Minneapolis, Minnesota. Collins, Julien H., '19; with Harris Trust & Savings Bank, 115 Monroe St., Chicago, Illinois. Hullfish, Henry G., '21; instr., principles of education, College of Education, Ohio State Univ., Columbus, Ohio. Orr, Harold J., '20; proprietor of tea room, 1212 S. Boulder, Tulsa, Oklahoma. Drysdale, Robert A., '20; sports ed., Ill. State Journal, 1448 S. Lincoln Ave., Springfield, Illinois. Owen, Stewart D., '20; city ed., Huntington Advertiser, 1437 Groves St., Huntington, W. Virginia.

Cleveland, Chester W., '20; publicity manager and editor, The Magazine of Sigma Chi, 608 S. Dearborn, Chicago, Illinois. Davis, Charles B., '20; instructor in journalism, U. of I., 1210 California, Urbana, Illinois. Watson, Elmo Scott, Associate Editor, Publishers' Auxiliary, 210 S. Desplaines St., Chicago, Illinois. Hodgson, H. M., '21; copy desk, local room, Chicago Tribune, 7250 East End Ave., Chicago, Illinois. Massock, Richard G., '20; ed., Associated Press News Photo Service, Associated Press, 383 Madison Ave., New York, New York. Pinecard, Harold R., '21; Sunday and feature editor, The Herald Papers, 310 W. Sixth Ave., Huntington, W. Virginia. Clark, Kenneth W., '21; with International News Service, Munsey Bldg., Washington, D. C. McQuinn, Ralph T., '21; ed., Chicago Lumberman, 130 N. Wells St., Chicago, Illinois. Ingwerson, John A., '20; salesman, American Rolling Mill Co., Middletown, Ohio, 317 S. Main St., Middletown, Ohio. Bell, John A., '23; sports editor, Miami Herald, Miami, Florida.

Buchanan, George V., Jr., '22; copy desk, N. Y. Daily Mirror, 275 Henry St., Brooklyn, New York. Carson, Gerald H., '21; with J. Walter Thompson Co., advertising, Graybar Bldg., 420 Lexington Ave., New York, New York. Peltz, Ralph C., '21; editor Morning Journal, 215 N. Jackson St., Clinton, Illinois. Story, Russell M., faculty, prof. of political science, Syracuse University, Syracuse, New York. Wright, Josef F., '16; director of publicity, U. of I., also director radio station WRM, Urbana, 201 Penn. Ave., Urbana, Illinois. Hubbard, Paul H., '22; city ed., Ill. State Journal, Springfield, Illinois. Lafuze, Donald F., '23; attorney with Robinson, Synasco & Melson, 601-611 Indiana Trust Bldg., Indianapolis, Indiana. Leonard, Edward P., '22; director, subscription sales div., International Correspondence Schools, 822 Delaware St., Scranton, Pennsylvania. Colvin, James C., '25; mgr., The Hillsboro Journal, Hillsboro, Illinois. Boutwell, William D., '22; with Natl. Geographic Society, Washington, D. C., 3701 Mass. Ave., Washington, D. C.

White, William L., '22; inst., Case University, Cleveland, Ohio, 1715 East 115th, Cleveland, Ohio. Bourland, Theodore P., '23; with Newell-Emmett Co., advertising, 17 Grove St., New York, New York. Teninga, Alfred J., '20; mgr., adv. dept., and mgr. insurance dept., Teninga Bros., 10801 Normal Ave., Chicago, Illinois. Glenn, H. Martin, '22; correspondent, Associated Press, San Antonio, Texas, 3511 Broadway, San Antonio, Texas. Richards, Robert Watt, '22; city ed., Aurora Beacon News, 454 Garfield Ave., Aurora, Illinois. Izzard, Wesley S., '23; with The Globe, Amarillo, Texas. Burge, Olav D., '22; with San Antonio Evening News, 215 Blanco Rd., San Antonio, Texas. Triggs, Laurence F., '23; assistant in English, U. of I., 704 W. California, Urbana, Illinois. Kartman, Benjamin, '23; copy reader, Chicago Daily News, 6323 Winthrop Ave., Chicago, Illinois. Felts, David, '23; Graduate student, Harvard University; home, 306 N. Van Buren St., Marion, Illinois. McEldowney, Homer L., '22; with Birmingham Better Business Bureau, 601 Jackson Bldg., Birmingham, Alabama.

Pettigrew, Stewart W., '23; editor, Amboy News, Amboy, Illinois. Showerman, Irving E., '23; Adv. Dep't., Herald and Examiner, Chicago, 1635 Farwell Ave., Chicago, Illinois. Coughlin, Francis, '24; last report, associate ed., Business Magazine, Chicago, Illinois. Godfrey, Joe, Jr., '23; ed., Sports Afield Magazine; contr. to College Humor, Motor News, etc., 542 S. Dearborn St., Chicago, Illinois. Kieffer, Chester L., '23; with Lorain Journal, Hotel Antlers, Lorain, Ohio. Carre, Darwin B. Jr., '23; real estate, Carre & Carre, 711 Masonic Temple, New Orleans, Louisiana. Noyes, Charles E., '23; private secy., 67 Bedford St., New York, New York. Harner, Charles E., '23; city ed., Champaign News-Gazette, 909 S. First St., Champaign, Illinois. Bryan, Malcolm H., '24; last report, instr. in economics, 34 E. Daniel St., Champaign, Illinois. Anderson, Chester R., '20; instructor, courses in business English, U. of I., 1003 S. Third St., Champaign, Illinois. Ator, Joseph R., '24; Chicago City News Bureau staff, 206 Clinton Ave., Oak Park, Illinois.

Ebersold, Fred H., '24; adv. representative, Universal Portland Cement Co., 160 Gale Ave., River Forest, Illinois. Stearns, Torrey B., '24; reporter, Chicago Daily News, 1458 Berteau Ave., Chicago, Illinois. Jame, Lawrence A., '24; Terre Haute Spectator, 51 Spectator Court, Terre Haute, Indiana. Wayer, Joseph M., '24; with Homman, Tarcher & Cornell, 25 West 45th St., New York, New York. Lindley, William P., '24; copy desk, Rocky Mt. News, Denver, Colo., 1233 Columbine St., Denver, Colorado. Hernon, Lawrence T., '24; real estate ed., Globe Democrat; ed., The Classified Journal, St. Louis Globe-Democrat, St. Louis, Missouri. Horr, Oren G., '23; Los Angeles Herald, 443

W. Florence, Los Angeles, California. Weigman, Carl J., '25; copy reader, St. Louis Globe-Democrat, 2126 Cleveland Place, St. Louis, Missouri. Beatty, William H., '25; editor, Lincoln Star, Lincoln, Illinois. Leibert, Edwin R., '25; private secy. to F. S. Brockman, adm. Secy. for Far East for Y. M. C. A., 347 Madison Ave., New York, New York. Morrow, Thomas W., '25; special writer, Champaign, News-Gazette, Champaign, Illinois.

Pacis, Vincent A., '24; A. P. and staff, The Tribune, P. O. Box 775, Manila, P. I. Miles, Russell H., '25; ed., San Diego Business, mo. pub. of San Diego Chamber of Commerce; also director of publicity for same, 3578 Fourth St., San Diego, California. Franklin, William R., '25; commercial work, 225 Logan St., Rockford, Illinois. Seaman, Robert W., '24; Free Lance (Humor), 806 W. 38th St., Kansas City, Missouri. Schwarz, Charles C., '26; reporter, Chicago Daily News. Black, Vernon L., '26; Springfield State Journal, 1325 S. 5th St., Springfield, Illinois. Smith, George R., '26; Springfield State Journal, Springfield, Illinois. Deuel, Wallace R., '26; instructor in economics, American University, Beirut, Syria. Miller, M. Clinton, '25; with Reedsburg Times, Reedsburg, Wisconsin.

Seil, Manning David, '27; night foreman, Illini Publishing Co., Wright and John Sts., Champaign, Illinois. Haswell, Richard E., '26; asst. in English, U of I., 106 E. John, Champaign, Illinois. Allen, Donald C., '26; graduate student, Washington University, also asst. in literature, 3821 De Tonty, St. Louis, Missouri. Reddick, Willis C., '26; adv. and bus. mgr., job dept. mgr., The Clinton Daily Journal, Clinton, Illinois. Meyers, Joseph O., '25; feature writer, St. Paul Daily News, St. Paul, Minnesota. Remington, Owen J., '25; police rewrite, asst. city ed., St. Paul Daily News, 260 West 6th St., St. Paul, Minnesota. Ahlstrand, Alf O., '26; reporter, Rockford Register-Gazette, 1507 Sixth St., Rockford, Illinois. Lewis, Kent Van, '27; with Robinson News, 109 Cross St., Robinson, Illinois. Weston, Max A., '26; with Kewanee News, 124 E. Oak St., Kewanee, Illinois. Frier, Harry Wendell, '27; advertising agency, Chicago, Illinois.

Resch, Francis Alvin, '27; graduate student, Harvard University, Cambridge, Mass. Roberts, LeVan, '26; asst. cashier, Patterson, Copeland & Kendall, Inc., Investment Securities, 4557 Leavitt St., Chicago, Illinois. Dilliard, Irving L., '27; reporter, St. Louis, Missouri. Kagey, Rudolph H., '26; graduate student in philosophy, Columbia University, New York, New York. Baker, Joseph E., '27; asst., dept. of English (rhetoric), U. of I., Urbana, Illinois. Bliss, Charles E., '28; student, 211 E. Daniel St., Champaign, Illinois. Mack, Joseph L., '27; Associated Press, Chicago, Illinois. Marberry, Marvin M., '27; reporter, Chicago Evening Post, Chicago, Illinois.

Leiding, Oscar L., '27; reporter, Champaign News-Gazette, Champaign, Illinois. Berchtold, Wm. E., '27; Associated Press, Cleveland, Ohio.

Ramey, Richard M., '27; reporter, Rockford Morning Star, Rockford, Illinois. Browning, John W., '28; student, 410 E. John St., Champaign, Illinois. Doeblin, Wilbur W., '28; student, 507 E. John St., Champaign, Illinois. Heath, Vernon L., '28; student, 407 E. Daniel St., Champaign, Illinois. Howe, Stewart S., '28; student, 212 E. Daniel St., Champaign, Illinois. Johnson, Clyde W., '28; student, 404 E. John St., Champaign, Illinois. Jones, Harris W., '26; city editor, Johnston City Progress, Johnston City, Illinois. Mitchell, James P. II, '27; free lance, Hull House, Chicago, Illinois. Olson, Grant F., '27; student, Champaign, Illinois. Reno, Ralph, '28; student, 205 S. Cottage Grove, Urbana, Illinois.

Ittner, Vernon W., '28; student, 209 E. Armory, Champaign, Illinois. Jones, Clarence M., '28; student, 303 E. John St., Champaign, Illinois. Porter, John G., '28; student, 505 E. Chalmers, Champaign, Illinois. Dooley, Roy M., '28; student, 509 E. John St., Champaign, Illinois. Campbell, Joseph B., '28; student, 211 E. Daniel St., Champaign, Illinois. Kuhl, Kenneth W., '27; Mng. Editor, Sub-Chronicle, Cicero. Shere, Nelson H., '26; farm editor, Decatur Review, Decatur, Illinois. Willard, Frank, (assoc.) cartoonist, Chicago Tribune, Chicago, Illinois. Beath, Paul, '28; student, 901 W. Nevada, Urbana, Illinois. Gustafson, P. H., '28; student, 511 E. Daniel, Champaign, Illinois. Rice, Herbert, '28; Illini foreman, 105 S. Gregory, Urbana, Illinois.

In a Norwegian newspaper you will not find advertisements or paid paragraphs in the text. All the advertisements are to be found on the advertisement pages and you could never get a paid paragraph in a text column. The newspapers in Norway try to give correct information; they never fake telegrams, but they have got a good cable-service from all the principal countries of the world. Divorces are not mentioned in the press because they are considered as private things; and "my house is my castle." If a newspaper tells something that is not true about a man, the offended one can, with the law in his hand, claim to have it corrected in the next issue and printed with type as big as in the first paragraph.—Ludvig Saxe.

I have made it a rule never to accept any position on committees in the matter of strikes, farm movements, school problems, or any such activity that might bind the paper to an extent it would not be free to act independently for the best interest of the public. I think his service to the community should be rendered always through the paper rather than personally.—J. A. Stuart.

Wonder About the Chapters? Here You Are

FORTY strong, the chapters of Sigma Delta Chi went into action a few weeks ago with the opening of the fall terms and many of them have already agreed upon activities for the year and started to work out programs of professional meetings and stunts.

In many of the schools it is the custom of the officers to draw up a plan listing the months of the school year and the things to be done by the chapter during each period. This is a great convenience to the chapter because it eliminates a great deal of unnecessary discussion and much groping about for "something to do." If this plan is followed the men know what is to be taken up at each meeting and how much time to allow at various times of the year for Sigma Delta Chi activity.

Every chapter is expected to have a half dozen or more professional meetings during the year at which experienced newspaper men and leaders of thought in various fields talk to the members. In connection with the campus activities of the chapters a part of several meetings each year is given over to the making of plans, the appointment of committees, reports of progress and results and similar matters. These matters, together with the regular work of electing and initiating new men, electing and installing new officers, and carrying on proper relations with national headquarters give the members of a chapter an average of two meetings a month and a considerable number of duties aside from the meetings.

What some of the chapters will do this year in keeping with the work they have carried on in the past is indicated in the following survey:

THE most important project undertaken by a chapter is that of the Indiana University group to advance the campaign for the Don Mellett Memorial school of journalism at Indiana. This project, which is the outgrowth of work started by the Indiana chapter, has already advanced beyond the preliminary stages and has grown to such size that the publicity work alone requires as much time as members of the chapter can give. The group will not dispense with its regular stunts during the year but will try to carry on the Blanket Hop, Gridiron Banquet, and the work in preserving and fostering campus traditions. If possible the chapter will contribute toward the Sigma Delta Chi library. Last year the chapter gave \$50 to this library fund.

Montana State, which won first place in the chapter contest last year, will continue its work of keeping an up-to-date directory of all journalism graduates, will stage a Gridiron banquet, arrange special meetings to hear prominent

speakers, and will send out university news to the papers and magazines.

WORK with the Michigan Inter-scholastic Press Association, which will convene at the University of Michigan will occupy a part of the time of the Michigan chapter. Plans for the Gridiron banquet, which involves entertainment of about 400 guests, will be another source of work for the members of the chapter. The Michigan group plans to devote more attention to consideration of new members than it has in the past and will have a complete list of prospects made up prior to every election.

The "Delicate Brown" is the name of the annual roast dinner at Cornell which is staged by the chapter there. It will be given again this year and will occupy the time of the chapter during the second semester. During the first semester the Eastern Intercollegiate Press Association meeting will hold its seventh annual meeting on the campus and the management of the affair will be largely in the hands of the chapter. The publication of the E. I. P. A. News, a monthly news letter, will be continued. An exchange of visits with the Syracuse chapter will be undertaken.

THE Kentucky chapter, one of the newest in the organization, will continue its work in connection with the student newspaper, The Kentucky Kernel, of which members occupy all important staff positions, and will continue its campaign to establish a humor magazine on the campus. The Kampus Kat, which was started by the members last spring, will be continued if the university offers no objections. The chapter cleared \$50 on the first issue of the Kampus Kat.

The Missouri chapter will stage a Founders' Day banquet, entertain speakers of the annual Journalism Week of the school of journalism, aid in the selection of material for the "Best Copy" book of the journalism students, and co-operate in various projects sponsored by other organizations.

The Flickertail Follies, an all-university stunt show, is again uppermost in the minds of the North Dakota students. This has been an important money-raising stunt for the chapter and has netted several thousand dollars during the past few years. Last year the chapter gave, from the proceeds, \$400 to the fund for a student press. The members will take over a special edition of the Grand Forks Herald and a special edition of The Dakota Daily Student.

Oregon State chapter has the responsibility for broadcasting college news from KOAC, college radio station. It will sponsor several contests for the best work in news writing and for work done

by high school students. The practice of sending a chapter letter to alumni will be continued.

THE Pittsburgh members will take over one issue of an afternoon paper in Pittsburgh as a part of their chapter activity and will also continue their Gridiron banquet and smoker for journalism students. The chapter will publish two or three humor papers during the year.

Toronto continues to concentrate its attention on supplying journalism speakers for the university. The list for the year has not been completed but it will include half a dozen or more distinguished members of the profession. During the past year the fraternity sponsored addresses on "National Journalism," by Hector Charlesworth, editor of the Toronto Saturday Night; "Why Manuscripts Are Rejected," by Andrew McLean, managing editor of the London Free Press; "The Magazine Field," by Mary E. MacPherson, editor of The Business Woman; "Publication Management," by Bertram R. Brooker, editor of Marketing; and "Arctic Journalism," by M. Le Bourdais, formerly with the North American Newspaper Alliance on the Steffanson Arctic Expedition.

Illinois will continue to take charge of certain features of the annual convention of the Illinois Press Association, and will assist with the work of the convention of the Illinois State High School Press Association. It plans to publish burlesque newspapers at Homecoming, at its Axe-Grinders' ball, and at its Gridiron banquet.

WISCONSIN will publish its annual Prom Cardinal containing the names of the thousand or more guests at the greatest social function of the years at Wisconsin. As in the past, it plans to have the edition containing the prom picture and guest list on sale in the hall one hour after the flashlight picture is taken. The chapter will stage its Gridiron banquet in the spring and will assist with various conventions during the year.

Other chapters will follow lines similar to those suggested in the foregoing list. All of them will engage in one or two stunts aside from the regular meetings of the fraternity.

In planning programs officers should exercise care not to undertake too many special activities. First in importance in maintaining a good chapter is care in the selection of new members. For this purpose a nominating committee should be charged with obtaining all the names of available material and should investigate the records of the men. As much time as necessary should be given to the business of discussing candidates, their ability, and their intention to make

journalism their profession. Then, every care should be taken to make the initiation conform to the national rules regarding procedure, paraphernalia, and similar matters. It is more important to have a good initiation than to have a good special edition or a good Gridiron banquet. Proper recognition should be given to the importance of election, pledging, and initiation in making out the program for the year.

SECOND in importance is the holding of professional meetings at which experienced journalists and others address the members, and at which there is opportunity for discussion of journalistic problems and problems of

social welfare. Members should not place the staging of stunt shows and banquets and dances and the publication of special editions ahead of this professional program feature in planning their work.

Finally, the stunts and special editions should have their place. Not more than one or two of these should be undertaken and the work should be so organized that it will not interfere with the interest of the members in the regular program meetings.

Chapters should not overlook the importance of maintaining proper relations with national headquarters. The members should deal directly with the chap-

ter secretary when they want anything from national headquarters. This is necessary because even the money for membership is transmitted by the chapter secretary to the national secretary and the chapters have all their dealings with the fraternity through the secretary's office. In turn, the officers of the chapters should keep in touch with the national body at all times. Letters should be answered the day they are received; forms should be filled in and returned at the earliest possible moment; messages to the chapter should be read at the first meeting held after the message is received. The chapters need a go-getter for chapter secretary just as much as they do for chapter president.

Take a Little Tip from the Records

HOW long will it take Sigma Delta Chi to advance the interests of the profession of journalism through its members who practice journalism?

Is the number of alumni who engage in journalism still too small to indicate that the pledge slip is having the desired effect?

How the records of the fraternity as a whole answer these questions may be judged from a study of a representative chapter. Take Illinois for example.

Illinois to date has initiated 161 men. Of this number 15 are still in school and 6 were initiated as associate members. This leaves a total of 140 to be studied as alumni.

THIS group of 140 alumni is of interest from several points of view.

First, there is the problem of editorial work connected with the newspaper, which has become a leading concern of the fraternity—what we are doing for the newspaperman and the newspapers; second, there is the problem of other forms of publication work and of publicity and advertising; third, there is the problem of the number who are dropping out of journalism; and fourth, the problem of our record today compared with that of the past.

The Illinois chapter was launched in 1912 and the study here presented is that of the record of the senior classes from the Illinois chapter, classes from 1912 to 1927.

It took 16 senior classes at Illinois to produce 44 editorial workers on newspapers (reporters, desk men, press correspondents, editorial executives and publishers). This is an average of three men a year over the fifteen year period. During this period the chapter was initiating 140 men, an average of about nine men a year. This indicates that two men in every three turned away from editorial newspaper work after graduation.

SEVENTEEN of them became editorial workers on magazines and class or trade journals; nineteen of them went into publication, agency or corporation advertising; five took up commercial publicity; two became free lances; three died (not engaged in journalism at time of death); five were lost (last known occupation not connected with journalism); and forty-five definitely left journalism and related fields for other work.

A summary of these figures is interesting: Editorial newspaper work, 44; other forms of publication work and advertising, 41; definitely out of journalism, 45. Here then is the answer to three of our problems. We are turning one-third of our graduates into editorial work for the regular newspaper, one-third into miscellaneous forms of journalism and advertising, and one-third into non-journalistic work.

Our fourth problem, that of determining whether the fraternity is improving in the professional sense involves comparison of the record of recent years with that of the chapter before the pledge slip and professional purpose were adopted.

IN the following table is shown the present occupation of alumni initiated before and after 1919, the year in which the professional program became effective.

MEMBERS INITIATED AS STUDENTS

Present Occupation	Before 1919	After 1919	Total
Editorial work (papers and magazines)....	16	45	61
Advertising	10	9	19
Publicity	3	2	5
Free Lancing	0	2	2
Occupation Unknown	1	4	5
Died	3	0	3
Out of Journalism....	27	18	45
Totals	60	80	140

Here we see that the chapter has more than doubled its effectiveness in recent years, from the professional point of view. Nearly three-fourths of the alumni are in some form of publication and advertising work in the "After 1919" group. Other comparisons which can be made show results equally favorable to the "After 1919" group.

THE change from early standards of the activity honorary to the professional emphasis is shown even more graphically in the following table which lists the total which each class brought into the editorial side of regular newspaper and press association work, and the total initiated. Even when it is remembered that recent initiates have not had a very long time in which to drift out of journalism the table shows a definite trend.

Class	In	Out	Class	In	Out
1912	0	6	1920	3	9
1913	0	5	1921	4	9
1914	0	9	1922	5	9
1915	0	7	1923	6	15
1916	1	8	1924	5	11
1917	0	6	1925	6	10
1918	1	6	1926	6	12
1919	0	3	1927	7	15
			15 years	44	140

Here we find only two newspaper men produced during the first eight years of the chapter, a period which brought fifty men with the organization. The past eight years, however, have produced 42 newspapermen out of a total of ninety initiates.

To some these figures may seem sufficiently encouraging but to me they indicate a bad leak and weak organization. Let us disregard the figures for the early days of the fraternity and consider only the record of the chapter since 1920. Why is it that we must initiate nine men to get three or four who enter

and practice journalism after graduation? Why must we initiate fifteen to get six; or eleven to get five; or twelve to get seven?

PERHAPS it will help us solve this problem if we consider what our alumni who have left journalism are doing. Here is a partial list for the Illinois chapter: Architect, secretary abstract company, cashier state bank 3, insurance office manager 2, attorney 5, manufacturer, farmer, bond salesman, doctor, trust company officer, charge d'affaires, credit manager, proprietor of tea room, instructor in education, lumber salesman, instructor in sciences, gradu-

ate student in English, private secretary 2, chamber of commerce secretary, instructor in economics, instructor in English 2, graduate student in philosophy, student in law school 2, sales manager 3.

Not all of these alumni are lost to journalism. Some of those engaged as instructors and some of those registered as graduate students are making special preparation for particular types of journalistic work. Perhaps the number which may find its way back into journalism will equal ten in a possible total of forty-five. But this number is again balanced by those now in journalism who will drift out of it during the next few years. This number will be at

least ten in a possible total of eighty-five. And so the results will remain approximately the same. (Of course, it is understood that non-professional alumni retain their loyalty to and interest in the organization.)

And what does all this mean in terms of service to the profession? It means that the fraternity must initiate more men and be more certain of their professional intentions if it is to make any headway with a professional program. When each chapter turns out ten newspapermen a year we can begin to secure results. "It won't be long, now," will it?

An Alumnus Views With Alarm

DEAR EDITOR: Your editorial—*Get This Right*—in the August issue of THE QUILL, interests me. The recent tendency within Sigma Delta Chi to emphasize on all occasions that it is intended solely for the man who makes a practice of journalism his life work is somewhat embarrassing to those of the alumni who have been so unregenerate as to "drift into some other line of work."

I think we can very properly "fairly ask ourselves how many men . . . have gone into the profession to stick?" What do the records of the fraternity show on that point? How many of the men who become life subscribers to THE QUILL are actively engaged in the practice of journalism? What proportion of the alumni who pay annual dues are to be found in the ranks of active journalists? I do not have a list of present or past officers of the fraternity (and I see they are not carried in THE QUILL), but I am sure that at least one past president would not be classed as an active journalist. I refer to Roger Steffan. My experience has been that those alumni most interested in the activities of alumni chapters are not active

journalists. What do you mean by the practice of journalism? Is an advertising manager engaged in the practice of journalism?

I notice in the August issue, mention of one Welton, of Kansas, who was employed by the Phillips Petroleum Company. On page 14, Dilworth, of Iowa State, is Assistant Advertising Manager of the Oliver Chilled Plow Works. Weyer, of Illinois, is in advertising work in New York. Kirkpatrick is with the McGraw-Hill Book Company.

Should you encourage items about alumni not actively engaged in journalism?

I am opposed to the idea of exacting a pledge from members. In some schools it may be respected and in others it certainly will not. Is there any other professional fraternity which demands as a *sine quo non* for election absolute intention to practice the profession? That is not true, at least, of the professional law fraternity of which I am a member. If you limit the fraternity to those men who have a grand passion for the journalist's life, what will you do to those who *bona fide* change their minds later? Won't you miss, too, a good many men

who are unwilling to make up their minds definitely while in college and later actually do find themselves in the field of journalism? Also a good many who have a fairly definite intention to practice journalism, but are too honest to "sign the pledge?" Aren't you trying to force the vocation choice a little prematurely? What great evil to Sigma Delta Chi has resulted from the fact that some of us have not engaged in the practice of journalism? Are you going to base election on scholarship? Will you take all men in school who expect to go into journalism, or what other requisites besides that intention to do so will there be?

Perhaps I've not thought this out carefully enough, nor seen the arguments on the other side. My opinion is strong, whether well reasoned or not.

Fraternalty yours,
C. B. UPHAM.

(Editor's Note: We want the old timers with us but realize that service to the profession is the big thing for the future. Is it better to have a good man who is out of journalism or a good man who is in journalism?)

We receive much comment, largely unfavorable, upon the selection of news for publication made by our editors. The principal charge, of course, is that we lean toward sensationalism. The charge is perfectly true, but if sensationalism in itself is an objection how much of literature can escape?

Newspaper editors come from the ranks of the normally educated. The first newspaper men's minds were moulded by the prevailing education. Newspapers have not altered this standard. Our earliest instruction, be it religious or otherwise, is filled with marvels. I trust that no one will misunderstand if I draw attention to those features of the Bible which stand out

in every man's memory, how great or how little a reader of the Scriptures he may be; the Creation; the Flood; the Drunkenness of Noah; the Plagues; the Death of Absalom; David and Bathsheba; the Thousand Wives of Solomon; the Immaculate Conception; the Miracles; the Crucifixion; the Resurrection; the Adventures of St. Paul.

Entering the realm of great poems, what more sensational than "Paradise Lost"; than "Dante's Inferno?" Passing into lay or profane literature, what works of Shakespeare first strike your memory—Hamlet, Macbeth, King Henry IV, King Lear, Julius Caesar? What of Homer and Cicero? Were the

Greek tragedies sensational?—Colonel Robert McCormick, of the Chicago Tribune.

In 1752 appeared the first journal published within the actual limits of Canada. It was at Halifax and its editor was named Bushell. Twelve years after, on June 21, 1764, appeared in Canada as it was then formed the first journal, La Gazette de Quebec, which was published by Brown and Gilmour, two printers who had come from Philadelphia. It was printed at first half in French, half in English; then, for many years, alternately in English and in French, and from 1842 in English only.—Oswald Mayrand.

Our New Year at Rutgers

By Allen Sinclair Will

The recently organized Department of Journalism, at Rutgers University, the only school or department of journalism in existence, so far as I am able to learn, which is conducted under the direct auspices of the newspaper profession, begins its new academic year with good facilities for doing its work and with an enrollment about four times that of last year.

For the first time we can welcome students to a definite course of instruction lasting four years, arranged with care in every detail for the especial purpose of educating them broadly according to sound collegiate standards and training them at the same time in the practice of professional journalism in the only way in which such training can be imparted effectively—by giving them the actual work to do, under real newspaper conditions. We provide for them a course in language, science, English, civil government, history, international relations and other branches of study which are of special usefulness in newspaper work.

We begin the year in new quarters, a large room made over for our use as an editorial room, well lighted, ventilated and heated. In this room we have installed, within the last few weeks, the usual equipment of an editorial room—good typewriter desks for the student reporters, two large copy desks of the semi-circular pattern for the student editors, our Associated Press printing telegraph machine incased in a frame of wood and glass, which reduces its noise, an ample supply of the books of reference customarily found in newspaper offices, files of current newspapers and other equipment. In a short time we shall establish a collection of newspaper clippings for purposes of reference, the modest beginnings of a "morgue."

In the first two experimental years, when we were striving for what we are now beginning to attain, we received only such students as came to us in the natural processes of the drift of the student body at Rutgers. We had about twenty students in each of those years. This year, with our new facilities and on the new four years' departmental basis, we have seventy-nine al-

ready registered, but the registration figures for the Freshman and Sophomore classes are incomplete and this number will be exceeded, probably, by a minimum of ten. The effect of our efforts last year to make our facilities known in the high schools of New Jersey and generally throughout the state is visible in the Freshman group.

All of our graduates in last June's class are working in the editorial rooms of newspapers in this state except one, who wished to take a long vacation before beginning work. I am now trying to place him. The demand for the graduates in June and July exceeded the supply and I suggest that members of this association who wish to employ graduates of 1928 notify me of their wishes as early as May 1 next. I shall do my best to serve them.

Our definite aim is to furnish to New Jersey papers a steadily increasing supply of well educated recruits, of dependable character, trained professionally under conditions of newspaper reality, who can begin work with a minimum of coaching and can increase their efficiency rapidly when employed.

Contributors to This Issue

Charles H. Dennis, editor of The Chicago Daily News.

Edward T. McKernon, superintendent of the Eastern Division of The Associated Press.

Marvin H. Creager, managing editor of The Milwaukee Journal and secretary of the American Society of Newspaper Editors.

John Harrison, editor of The Danville Commercial News and president of the Inland Daily Press Association.

George F. Pierrot, managing editor of The American Boy and past president of Sigma Delta Chi.

Willis J. Abbott, editor of The Christian Science Monitor.

D. H. Talmadge, veteran Pacific coast newspaper man and contributor to the Portland Oregonian.

Louis B. Selzer, editorial writer for the Cleveland Press.

Robert B. Tarr, city editor of the Pontiac, Michigan Press.

John Kelley, a Chicago newspaper man who has been with the old Herald, the Tribune, and other papers since the nineties.

Roy L. French, head of the department of journalism at the University of Southern California and president of Sigma Delta Chi.

And others.

Coming in The Quill

That Unusual Paper at Ionia, by Fred D. Keister.

Great Country Papers of Today, by Elmo Scott Watson.

The Newspaper Interview, by Edward Price Bell.

Are Newspapers Getting Better or Worse? by Willard G. Bleyer.

Problems of the Press, by James Wright Brown.

A Day in the Courts, by William A. Evans.

Trends in Community Journalism, by H. Z. Mitchell.

Why Journalism Is Not a Literary Profession, by Lee A. White.

Journalism in Other Lands, by Walter Williams.

Ask Me Another

Point out all the mistakes in this story:

It was a warm sunshiny afternoon when Jake Bethards and his wife ensconced themselves in their automobile last week to take a long expedition into the neighboring country. Little did they think that before the shadows of evening fell that the death angel would hover over them and the whole community be saddened by the message of their demise. Even in life we are in death. Their machine had just passed Springer's dam, when a small boy, said to be one of the Higgins children, ran out into the road in pursuit of a pup, and in attempting to get out of the way of the unfortunate child, Mr. Bethards, who is an unexperienced chauffeur, collided his touring-car with a large tree at the size of the pike. Both of the occupants were thrown out

with terrific force. When neighbors rushed to the scene it was discovered that Mrs. Bethards was quite dead, with a shattered skull; while her husband was unconscious and bleeding profusely. He was taken home in a wagon and it is said that there is no hope for his recovery, although he has a strong physique. The whole country-side is on the tiptoe of anxiety, as both are respected people of this ridge and vicinity. This lamented accident should be a warning to all those who have not enough sense to keep off the road when they see an automobile approaching.—From Essentials in Journalism.

Donald Brown, Grinnell, is a reporter on the Fort Dodge (Iowa) Messenger.

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you were looking for a job? What a help it would have been to you if someone could have told you where to find the position you wanted! The Personnel Bureau does just that for members of Sigma Delta Chi. It does more than that. It helps you find the **right** man.

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Sigma Delta Chi is one professional fraternity that really stands for something.

It has and is accomplishing much in the movement for ethical journalism.

The badge of Sigma Delta Chi identifies the wearer as an exponent of cleaner and better journalism. It is the highest reward within reach of a student of journalism. Wear it—always.

How to Order a Badge

The fraternity has two types of insignia—the plain badge to be worn by undergraduates and alumni, and the alumni key to be worn by alumni and associate members only.

The badge is \$2.50. The key is \$4.50.

The easiest way for a member to order a badge or key is to write Robert B. Tarr, National Secretary, Box 115, Pontiac, Mich., enclosing remittance to cover or asking that shipment be sent C. O. D. All orders must come to us through the National Secretary's office.

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Sigma Delta Chi's New Code of Ethics

(Editors' Note: These Canons of Journalism were drawn up and adopted by The American Society of Newspaper Editors in their annual conventions of 1924 and 1925. The 1926 convention of Sigma Delta Chi, sitting at Madison, Wisconsin in November, officially adopted the Canons in behalf of the fraternity.)

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I. Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II. Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III. Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship, in editorial comment which knowingly departs from the truth, does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a

newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V. Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretation.

VI. Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feeling without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. Decency—A newspaper can not escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime or vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

Editors' Note: The A. S. N. E. adopted the above Canons of Journalism at their 1924 convention, and their 1925 convention voted to add the following paragraph:

To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.